

PRATEEK KR. PATHAK**Email:** bprateek@hotmail.com**Phone:** +91 9115233961**Objective**

As a marketing/operation/production team, to work in a pragmatic way in an organization where I could achieve, enhance and explore my ability/skills about productions, operations, sales and marketing, and as a team willing to develop an environment of growth and excellenc to meet the organization's goals and objectives with full integrity and zest.

Experience Profile (9Yrs+7Months)**Assignment: (July 2019 to present)****COMPANY:** PORIVS INDIA PVT LTD (NOIDA. U.P.)**NATURE:** A Manufacturing Unit(Safety Footwear)**LOCATION:** North, West and South India.**POSITION:** Regional Sales Manager (Operation, Sales & Marketing, Business Development, Industrial Supplies-B2B)**JOB PROFILE:**

- **BUSINESS:** ACHIEVING BUSINESS TARGET, PLANNING FOR NEXT QUARTER, LEAD GENERATION WITH RESPECT TO INDUSTRIAL SUPPLY, WORK AS PROFIT CENTER.
- **OPERATION:** LEAD GENERATION, CALLING MANAGEMENT, ASSIGNING LEAD TO RESPECTIVE EXECUTIVE, ORDER GENERATION AND FURTHER PROCESSING, RESOLVING PROBLEMS.
- **DISTRIBUTION:** MAINTAINING ROI OF DISTRIBUTOR AS WELL AS COMPANY, ENSURE AVAILABILITY OF ALL SKU, ENSURING AVAILABILITY AS PER TARGET, ENSURING PAYMENT, SETTLEMENT OF CLAIMS, SELECTION OF RIGHT DISTRIBUTORS.
- **PEOPLE:** SELETING RIGHT CANDIDATE, INDUCTION OF NEW CANDIDATE IN FIELD AND OFFICE, PLANNING GUIDING AND MONITORING WORK OF TEAM, COACHING AND MOTIVATING ENTIRE TEAM AND REMOVING ABSTACLE, TEAM BUILDING.
- **MARKET:** SELECTING RIGHT MARKET AND RIGHT CUSTOMER, SELECTING RIGHT BEAT PLAN ANS ASSIGN TO RESPECTIVE REPRESENTATIVE, DECIDE EFFECTIVE COVERAGE PLAN AND ENSURE COVERAGE OF ALL CUSTOMER, DEFINING TARGET AND ENSURING FULFILLMENT, SOLVING PROBLEMS AND PERIODIC UPDATAING CUSTOMER NEEDS.
- **ADMIN:** VALUE WISE AND PRODUCT WISE SALES, STOCK STATEMENT, EXPENSE STATEMENT AND DAILY WORK REPORT, IMPLEMENTATION AND DEVELOPMENT NEEDS OF TEAM.
- **FINANCE RELATED:** INCREASE SALES AND REDUCE EXPENSES, IMPROVING COST/SALES, WORK AS PROFIT CENTER.

Assignment: (Jan 2015-June 2019)**COMPANY:** AMBIKON FOODS. (SONBHADRA U.P.)**NATURE:** A Manufacturing Unit.**LOCATION:** Uttar Pradesh, Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh.**POSITION:** General Manager (Production, Logistics, Sales & Marketing,)

- **JOB PROFILE:** Planning and organizing production schedules and oversee the production and adjust schedules as needed.
- Assessing project and resource requirements
- Estimating, negotiating and agreeing budgets and timescales with clients and suppliers.
- Estimating costs and determining quality control standards ensuring health and safety regulations are met and ensure that the production is cost effective.
- Selecting, ordering and purchasing materials.
- Organizing the repair and routine maintenance of production equipment.
- Liaising with buyers and marketing and sales staff.
- Supervising the work of junior staff and Organizing relevant training sessions.
- Be responsible for the selection and maintenance of equipment.
- Accomplishing marketing and sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining employees; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures.
- Achieving marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining system improvements; implementing change.
- Meeting marketing and sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Determining annual and gross-profit plans by forecasting and developing annual sales quotas for regions; projecting expected sales volume and profit for existing and new products; analyzing trends and results; establishing pricing strategies; recommending selling prices; monitoring costs, competition, supply, and demand.
- Accomplishing marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans.
- Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.
- Improving product marketability and profitability by researching, identifying, and capitalizing on market opportunities; improving product packaging; coordinating new product development.
- Sustains rapport with key accounts by making periodic visits; exploring specific needs; anticipating new opportunities.
- Providing information by collecting, analyzing, and summarizing data and trends.
- Protecting organization's value by keeping information confidential.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.

Assignment: (JAN 2013 – JAN 2015)**COMPANY:** SMD SALES AND MARKETING PVT LTD. (PRAYAGRAJ U.P.)**NATURE:** Service Provider**LOCATION:** Uttar Pradesh/Bihar/Jharkhand/Chhattisgarh**POSITION:** Co-Founder/Director

- **JOB PROFILE:** Responsible for sales and marketing of fmcg client's products.
- Planning for New Projects and Business Development in line with new clients/customer.
- Finding Prospective Market/Clients/Customers and preparing sales portfolio and conveying the same with prospective clients.
- Preparing survey and market report pertaining to current market trends.
- Preparing master sales plan so as to maximize the sale and convey the same with the concerned clients and prospective buyers.
- Handling logistic and supply chain issues so as smooth the sales chain target.
- Finding new collaboration in terms of division into current market share and dividend so as to boost the sale of concerned client's products.
- Organizing advertising campaign and public awareness program.
- Develop and maintain a Team of Dedicated Marketers and sales team to boost the sales.
- Recruitment, Training and Development and Follow up of required Manpower
- Research and Market Survey for our prospective Market.
- Generate new business to achieve defined sales targets.
- Planning out well in advance the programs of day-to-day affairs of administration. Follow up to its precise implementation.
- Appointing new Super Stockiest /Distributors.
- Handling C&F and Distributors in the Assigned Territory
- Managing assigned territory for sales channel development. and to maximize companies penetration and reach in the market
- Appointing retailers, distributor and stockiest across the territory to maximize the sales volume.
- Managing distributor's primary and secondary sale to boost the sales volume.
- Managing the stock and ensuring availability.
- Target Distribution and Designing incentive Structure for the team.

Assignment: (AUG 2012 – JAN 2013)**COMPANY:** PRIDEGRAIN AGRO MARKETING PVT. LTD. (PRAYAGRAJ U.P.)**NATURE:** AN FMCG COMPANY**LOCATION:** Uttar Pradesh**POSITION:** Area Sales Manager

- JOB PROFILE:** Responsible for marketing of FMCG products.
- Planning for New Projects and Business Development.
 - Find our Prospective Market/Clients/Customers.
 - Provide regular updates to the immediate superior as whenever required.
 - Develop and maintain a Team of Dedicated Marketers and sales team to boost the sales.
 - Recruitment, Training and Development and Follow up of required Manpower
 - Research and Market Survey for our prospective Market.
 - Generate new business to achieve defined sales targets.

- Planning out well in advance the programs of day-to-day affairs of administration. Follow up to its precise implementation.
- Appointing new Super Stockiest /Distributors.
- Handling C&F and Distributors in the Assigned Territory
- Managing assigned territory for sales channel development. and to maximize companies penetration and reach in the market
- Appointing retailers, distributor and stockiest across the territory to maximize the sales volume.
- Managing distributor's primary and secondary sale to achieve the target.
- Managing the stock and ensuring availability

Assignment: (March 2010- July 2012)**COMPANY/Organisation:** FUTURE CARE INSTITUTE. (SHAHDARA, DELHI)**NATURE:** An Educational institute**LOCATION:** Delhi/Delhi-NCR**POSITION:** Public Relation Officer(P.R.O.)**JOB PROFILE**

- Planning, developing and implementing PR strategies.
- Communicating with colleagues and key spokespeople.
- Liaising with, and answering enquiries from media, individuals and other organizations, often via telephone and email.
- Researching, writing and distributing press releases to targeted media collating and analysing media coverage.
- Preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes.
- Devising and coordinating photo opportunities.
- Organising events including press conferences, exhibitions, open days and press tours. Maintaining and updating information on the organisation's website.
- Managing and updating information and engaging with users on social media sites. Sourcing and managing speaking and sponsorship opportunities
- Commissioning market research fostering community relations through events such as open days and through involvement in community initiatives.
- Managing the PR aspect of a potential crisis situation

Old Assignment:**Internship**Title: "*Working Capital Management and Ratio Analysis*"

Organization : Dharwad Milk Union Dharwad Karnataka

Group : Karnataka Milk Federation Ltd. Karnataka

Nature : A Milk Production company

Duration : 2 Month (1ST APR-31ST MAY 2010)

Team Size : 4 Members

Submitted to : Institute of Business Management & Research

Final Project

Title : "Water Resource Management"

Organization : Hindustan Coca Cola Beverages Pvt. Ltd Varanasi Uttar Pradesh

Group : The Coca Cola Company

Nature : A soft drink type Production company

Duration : 1 Month (AUG-SEP 2009)

Team Size : 2 Members

Submitted to : Institute of Business Management & Research

Description:

A deep study of water resources used and production methodology in soft drink production along with major water issues raised pertaining to environmental and local support.

Project-3(OLD)

Title : "Social and Cultural Aspects towards Women's Education"

Organization : Majidia Islamia College Allahabad

Nature : Educational Institution

Duration : 1 Month (JAN-FEB 2008)

Team Size : 3 Members

Submitted to : Deptt. Of OMSP, Centre for Secretarial Services (Ewing Christian College), UNIVERSITY OF ALLAHABAD.

Academic Credential:

- MBA from Sikkim Manipal University in 2012
- PGPM(Post Graduate Program In Management) from Institute Of Business Management & Research Karnataka in 2010
- Bachelor of Arts(Office Management & Economics) from Ewing Christian College Allahabad in 2008
- 10+2 (Arts) from U.P. Board in 2005
- 10th (Science) from U.P. Board in 2003

Hobbies and interests:

- Hobbies - Traveling, Gaming
- Interest -Reading books, Novels, Motivating people, Interacting to successful Personality

Skill Matrix:

- Industrial Sales, B2B, Sales and Marketing, Business Development, Production, logistic, inventory, product planning, branding, market research, maintaining suppliers and sundry debtors relationship, plant handling.
- Channel sales, direct sales, revenue maximization, scheduling business process, cost control, and team leadership, improving process, reducing safety risk, and maximizing efficiency.
- Management Skills with big eye approach
- Project Planning and Implementation skills

- Excellent Project Proposal Drafting skills
- Soft Skills
- Excellent Communication Skills
- Excellent Presentation Skills
- Team Handling Skills
- Keen observer, effective communication skills and good interpersonal abilities.
- Ability to work in new and challenging environment.

Personal Details:

Marital Status	Unmarried.
Date of Birth	11-12-1990
Nationality	Indian
Father	K.S PATHAK (Businessman -Auto Spare Parts)
Mother	ASHA PATHAK (Home-Maker)
Present Address	A-95, SECTOR-61, NOIDA-210301.
Permanent Address	Village Pasahi Kala, Post Tendu, Robertsganj, Sonbhadra. Uttar Pradesh 231216, India
Language known	Hindi English

Sincerely Yours,

Prateek kr. Pathak