

RESUME

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Objective:

Seeking challenging assignment in Retail, Business Development, Supply chain, Modern Trade in a growth oriented organization.

Summary:

- ✓ 6 Years of experience in Export /International sales /Business Development, Marketing Key Accounts Management in India and Abroad.
- ✓ 4 Years of experience in sales /Business Development, Marketing Key Accounts Management in India and Abroad.
- ✓ Experience of working in cross-cultural Environments.

Area of Experience:

Strategic Planning /Business Operations

Budgeting, forecasting and strict check cost benefit analysis .Formulating and implementing innovative plans and policies for sales /Business generations.

International Sales Management: *Driving sales strategies for attainment of periodical targets,growth of channel partners and company profitability, optimize revenue from*

Primary as well as secondary markets.

Distribution/Channel Management: *Develop cost effective and efficient sales and distribution network and effectively manage the supply chain. Develop and implement policies and procedures for smooth functioning of sales and supply chain. Monitoring channel performance.*

Channel Management: *Frequent market visit and regular interface with vendor and suppliers to ensure timely deliverable, supervise the inventories and receivables of the channel partner's .Inventory movement analysis.*

Team Management: *Lead, guide and motivate a team of executives placed at different locations to ensure achievement of targets, undertaken regular on the job training of the team.*

Marketing: *Develop new product launch plans and implement marketing strategies to enhance products awareness and brand image, undertaken promotional activities such as advertisements, organize company presence in exhibitions /seminars and initiate market research.*

MIS: *Prepare business reports related to sales and marketing activities, inventory, and competitor trends to apprise the directors of the business.*

Experience.

Dec-2022 to till date working as an Asst. Export Manager in Pavit Ceramic Pvt.Ltd.

JOB SPECIFICATION- ROLES AND RESPONSIBILITIES-African and Latin American countries.

- *Opportunity identification, business generation for institutional sales and key client in overseas market for company products.*
- *Use medium like internet and trade inquires from embassies for identification of potential client.*
- *Find new prospective client from Google data, face book, insta, linked in and generate new lead and convert lead in to business.*
- *Respond to client queries and completion and serve as the one point communication with the client.*
- *Co-ordinate with the back office for production, dispatch and any customized requirements from client.*
- *Give guidance for country specific export regulation with regards to license, customs, packing and shipping.*
- *Co-Ordinate and manage merchant exporters.*
- *Manage participation in international expo and also provide back end support.*
- *Liaison with respective department on legal, financial and product development matters.*
- *Monitor, record and reports on activities, trends, result and recommendation relating to export activities.*

August -2015 to Nov-22 as an Export Manager –Soncera Group (Spolo ceramic).

***JOB SPECIFICATION- ROLES AND RESPONSIBILITIES – Same as above
West/North/South-African and Latin American countries area.***

From May 2014 to June 2015 – Hindustan Pencils Pvt. Ltd.

A Hindustan pencil is number one brand name (Natraj & Apsara) in stationery for Domestic market and also export market.

Asst. Sales Manager- International (East Africa-Tanzania, Kenya, Uganda)

Responsibilities:

- *Responsible for Sales and Marketing for entire East Africa Market.*
- *Strategy Planning /Business operations.*
- *Brand Management.*
- *Team Management*
- *Distribution/Channel Management*

Notable Contribution:

- *Initiated “Distributions Concept” and successfully appointed five distributors in Kenyan market region wise (all are biggest in good MNC company) with FMCG background in Kenya market.*
- *Successfully appointed three distributors in Tanzanian Market region wise.*
- *Successfully appointed two distributors in Uganda Market region wise.*
- *Successfully opened three countries Zambia, Rwanda, and Congo.*
- *Increased client base in Burundi.*

From Feb 2010 to Dec 2013 – Technical Resources (Albwardy Group 70 Millions USD Enterprise), Tanzania & East Africa

Note: Appointed for Tanzania country importers (Nobel Azania Auto Spares Ltd)

Distributors for Baldwin filters, GP Engines parts, KPW parts, Nexon/ling long tires Gs/Global/Globate Batteries and spring.

Country Sales Managers (Tanzania-East Africa)

Notable Contribution:

- *Success fully appointed 400 Dealers and 5 Stockiest for Tanzania Importers.*
- *Achieved growth of 60 % in 2011 in Tanzania.*
- *Successfully opened three countries Kenya ,Rwanda ,Uganda*
 - *Strategy Planning /Business operations*
- *Achieved over all growth 150 % with these new country business.*
- *Initiated set up company own depots in three countries*

From Oct 2007 to Sept 2009 – Amco Batteries Ltd.

(A company is leading batteries manufacturing and Group Company of TAFE Tractors).

Sales Executive (Central, South Gujarat & Rajkot area)

Notable Contribution:

- *Successfully launched different secondary schemes for target achievement.*
- *Appointed three Super stockiest and 40 Dealers in south Gujarat region and one Super Stockiest in central Gujarat and 23 Dealers in central Gujarat.*
- *Appointed two Super stockiest and 20 Dealers in Rajkot region.*
- *Increased coverage and explored new markets by appointing new channel.*
- *Sales T/O –Increased from 18 Lacks to 45 Laks.*
- *Achieved 114 % annual sales Target.*
- *Promote Brand by different road shows (45 Road show conduct).*

From Dec 2006 to Sept 2007 – Exide Industries Ltd.

(Number one Brand in Automotive Batteries)

Sales Executive (Central Gujarat)

Notable Contribution:

- *Appointed 15 Dealers in central Gujarat region.*
- *Successfully launched company 9 products.*

Education Qualifications:

- *BBA, Dharmsinh Desai University, 2005.*

IT Skills:

- *MS office like word, Excel, Power point.*
- *Tally, Programming C & C++.*

Languages:

- *English, Hindi, Gujarati.*
- *Kiswahili (Speaking).*
- *French (Elementary proficiency).*

Date Of Birth: 6 May 1985.

Date:

Place:

Nilesh Patel

