

Samir R Parmar

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Seeking challenging assignments in Sales & Marketing, Distribution/Channel network Management & Business Development with a growth oriented organisation where I can capitalize my experience in organisation's growth and attain higher level.

Professional Profile

- ✓ A Graduate in commerce over 16 years of experience in Sales & Distribution Operations, Business Development, Direct/Cross sales, Dealer/Channel Network Management with Real Estate, Payments, FMCG Industries, E Commerce, Operator & Telecom, ATM Industry Operations.
- ✓ Over 7 years experience in property acquisitions.
- ✓ A proven track record of getting clear properties at best rates.
- ✓ Vast industry experience.
- ✓ Rent review and lease renewals.
- ✓ Franchise business opportunities.
- ✓ Support services viz. registration & documentation.
- ✓ Maintain good inter personal relation with seniors, subordinates, peer groups & retailers/ customers, good leadership & management skills.
- ✓ Positive attitude, Outstanding communication, highly energetic, enthusiastic, flexible & productive hard working.
- ✓ Self-motivated and goal oriented.
- ✓ Awarded Star Achiever 2011 - 2012 in Spice Mobile for achieving constant sales target, also won LED TV & Goa trip for achieving constant Volume, Value & ASP target.
- ✓ Successfully achieved primary & secondary sales targets of Rs. 90 lakhs pm, Rated as the "Best Sales Officer" Mumbai in Itzcash Card.

Areas of Expertise

Sales & Marketing Operations

- Drive sales initiatives and achieve desired targets with overall responsibility of ROI.
- Map & analyse business potential.
- Identify and explore new markets/ retailers and tap profitable business opportunities.

Product Management

- Market segmentation & penetration strategies (product need analysis) to achieve targets.
- Interact with mktg dept. for assessing market needs.

Distribution/Channel Management

- Develop and sustain the existing network and effectively manage the supply chain.
- Expand the channel partner's infrastructure and open new retail outlet in untapped markets.
- Evaluate performance by regularly interacting with key retailers & channel partners.

People Management

- Recruit Motivate, Guide and Monitor Area Manager, Sales Executive, Sales Officer, FOS to achieve goals.

- Impart training to new recruits/ existing executives and create awareness on products.
- Deploy the Sales & Marketing activity plan for front liners executives with target setting and reviewing measures.

Career Highlights

Since June 14, Business Owner at Perfect Property Services & Solutions

Perfect Property Services & Solutions started in 2014, it has been in the business of providing commercial real estate solutions & involve in site sourcing business for deploying of ATM's / F&B / Retail stores / Pharmacy stores / Offices.

Current Job Profile & Responsibilities:

- ✓ Responsible for all aspects of the business.
- ✓ Act as vendor between Licensee & Licensor; prepared properties for long lease, determined optimal marketing strategies and conducted needs analysis.
- ✓ Identified and reached out to prospective tenants via cold calls, referrals, social media, prepare offers, handle contract negotiations and resolved issues to close deal.
- ✓ Analysis of market & source site for bank ATM as per required standard norms, coordinate with site acquisition team for data accuracy also checking for CIT & CRA of Sourced location.
- ✓ Coordination with bank for site & location referred by bank for ATM deployment. Updating their status time to time as required by bank concerns. Coordination with hired agencies & companies channel managers to conduct sites visit.
- ✓ LOI dispatch, signed LOI follow-ups & updating LOI in company's web portal to start legal process, providing possession dates to the finance for rental commencement.
- ✓ Coordinating with Vendors, Landlords & Licensee for solving queries related to site TIS & Handling other back office quires.
- ✓ Professionally trained all freelancers with the ability to answering LL inquiries, problem resolution with providing detailed products knowledge.

July' 13 - March' 14, with Mobile Commerce Solutions Limited (Vodafone cellular India) handled M Pesa as Zonal Business Development Manager

M Pesa is a fast, secure & convenient way to transfer money from mobile phone brought by Vodafone, through its wholly owned by subsidiary Mobile Commerce Solutions Limited in association with ICICI bank. MCSL has been authorized by Reserve bank of India under payment & settlement system act, 2007 for setting up and operating a payment system in India. MCSL is also business correspondent of ICICI bank.

Job Profile:

- ✓ Develop & own zone business plan to drive subscriber penetration, revenue growth and brand leadership in the zone.
- ✓ Drive implementation of agreed business plan in sales, marketing and eco system development to meet biz goals for zone.
- ✓ Develop the team of branch leads and Alt PSR to make it best in class through strong formal and informal training and guidance.
- ✓ Develop a strong & efficient distribution mix to ensure market penetration, quality of service & compliance with regulatory requirement.
- ✓ Define parameters and plan for merchant sign ups to create an effective eco system in urban and rural markets.
- ✓ Efficient execution of all channel engagement and consumer promotion programs.
- ✓ Maintain visibility at each of the touch points for m-paisa across telco and alternate channel.
- ✓ Joint working with ZH, DAM, BM, RM, Branch Lead, PSR, Alt PSR and DSE for execution of agreed roadmap.
- ✓ Single point of contact for all m-paisa development work in the zone inters phasing between ZCSI, ZME and sales teams.
- ✓ Optimize utilization of funds for visibility, promotions and trade engagement.
- ✓ Incorporate best practices from across the circle and other businesses to improve business.

- ✓ Continuous improvement in operational quality and high level of customer satisfaction.
- ✓ Manage a team of Promoters & Alternate PSR.

June' 11 - May' 13, with S Mobility LTD, Mumbai as Territory Sales Manager.

S Mobility Ltd have a proven track record of over 30 years in building some of Asia's most successful Joint Venture Partnerships in collaboration with world leaders in cutting edge technologies - Mobile Phones, Mobile Retail, Onshore BPO, Mobile VAS, IT Systems Integration, Entertainment and Retail Real Estate. Spice is the first Indian company to set up private telecom pant, first Indian company to launch cellular telephone services in India, first Indian company to launch a dual mode phone in India.

Job Profile:

- ✓ Handled GSM, CDMA & channel sales distribution.
- ✓ Distributors wise & areas wise planning for primary & secondary target.
- ✓ Handled team of 8 TSEs & Distributors FOS team, 2 TL, & 20 promoters at key retail outlet & monitoring their productivity.
- ✓ Effective coverage of WOD.
- ✓ Effective implementation on trade scheme.
- ✓ Achieved primary & secondary target both value & volume in the assigned territory.
- ✓ Managed profitability of the RDS by daily sales plan, business quality, Competitive analysis & performance review.
- ✓ Ensure a high level of merchandising & assuring good visibility of the product at all retail outlets.
- ✓ Performance audit of sales team member.
- ✓ Proper spread of product across the retailers and achieving higher ASP by promoting more of high end models.
- ✓ Managed availability and visibility of the handset in the market.
- ✓ Developing business and deliver committed results in profitability.
- ✓ Visit outlets regularly and address grievances.
- ✓ Prepare fortnightly & monthly MIS on volumes, outlets reach, day's field work, competitor activity to ensure timely information.
- ✓ Looking after the supply chain management also.
- ✓ Managing the team of merchandiser.

April'07- May'11, with Interactive Tradex India Pvt. Ltd. Mumbai, as Area Sales Executive.

Interactive Tradex India Pvt. Ltd. launched in 2006, India's first ever "Multi Purpose Prepaid Cash Card company" and the leader in this sector. The card provides the most secure and safest mode of payment for transactions over the Internet & Mobile by its unique 'use & throw' feature. Applications such as on-line train and airline ticket bookings, Energy and Telephone bill payment, on-line shopping; mobile prepaid top-ups and post paid bill payments are currently enabled.

Job Profile:

- ✓ Handled Sales & Distribution activities for Mumbai independently with more than 200 franchisee with 4 Distributors effectively to contribute in achieving monthly targets.
- ✓ Focus on sales/utilization target as well as expanding channel by creating more franchisee, appointment of distributor in the vacant town.
- ✓ Ensure targets are met as per management projections (monthly as well as annually)
- ✓ Handling sales for corporate & retail both.
- ✓ Strategize and plan road map for sales.
- ✓ Monitor market trend & competition.
- ✓ Constantly interact with trade.
- ✓ Developing and executing strategies, budgets and resource allocation for respective distributors.
- ✓ Build and maintain relationships with key accounts.
- ✓ Responsibility for prompt payment collections.
- ✓ New business development across categories.
- ✓ Be the single point of contact on all accounts / projects for the franchises.
- ✓ Ensure availability of inventory with the distributors.
- ✓ Provide product knowledge and product training to distributors / ICW.

- ✓ Effectively maintained records (MIS) for evaluating the sales figures and market competition.
- ✓ Successfully achieved primary & secondary sales targets of Rs.10.80 cr. p a.
- ✓ Rated as the “Best Sales Officer” in Itz cash for achieving constant target in Mumbai.

June '03- February'07, with Ashish Distributors, Mumbai, as *Sales Executive*.

Ashish distributors into the business of FMCG Health & Baby products, Dabur & Johnson & Johnson, Vodafone (Bhavya mktg), Itz cash card, oxygen (Arham enterprises)

Job Profile:

- ✓ Achievement of retail outlet (MBO) expansion targets.
- ✓ Performance management of retail outlet.
- ✓ Deliver sales target for all products by executing the distribution strategy at the channel - partner level.
- ✓ Establish, manage and grow the distribution presence within existing volume channel/reseller partners.
- ✓ Grow incremental revenue/sales through the management of sales initiatives with the designated retail partners and through recruitment of new retail outlet.
- ✓ Regularly provide retailers information and business activity to the management team and deliver monthly sales forecast updates on a weekly basis.
- ✓ Handled retail outlet effectively (promoting & detailing co products/ range, negotiating rate & discounts) to contribute in achieving monthly targets.
- ✓ Successfully achieved secondary sales targets as per the requirement.
- ✓ Maintained day to day as well as monthly reports as per the requirement.
- ✓ Successfully recovered payments from the problematic retailers.

Academic Credentials: Bachelor of commerce from Mumbai University, 2003.

Computer Proficiency: Conversant with MS Office, MS Windows and Internet Applications.

Languages: English, Hindi, Marathi, Gujarati.
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Date of Birth: 20 th July, 1981

Contact:

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