

VIVEK AGARWAL

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* Sales & Marketing * Retail Management * Client Servicing * Operations * Training

PROFESSIONAL SNAPSHOT

- An astute & result oriented professional with 12+ years of experience in Sales, Marketing, Business Development & Customer Relationship Management in the Retail & FMCG sector with profit accountability.
- Attained proficiency in Business Development, Operations, and Sales & Marketing activities. Demonstrative skills in breaking new avenues & driving sales growth; establishing brands & bagging breakthrough orders with Government Institutions
- Proactively conducting opportunity analysis by keeping abreast of market trends and competitor moves to achieve market-share metrics. Proven skills in developing relationships with key decision-makers in target organizations for revenue.
- Ensured successful ramp up of business assignments; while working in coordination with clients & ensuring effective service deliverables. Proficient in developing & streamlining systems with proven ability to enhance operational effectiveness and meet operational goals within the cost, time & quality parameters.
- Comfortable interacting with multiple levels of organization, management and staff from different locations.

Distinctive highlights through the corporate exposure gained

- Successfully introduce the Modern Trade and Institutional Business in Goldiee Group, current volume- 70 lacs per month.
- Successfully completed the all activities like- listing Fee Negotiation, Selection of Product Assortment, and Introductory Offers etc.
- Handled the volume of 3 crore per month in **General Trade in Lucknow** with 1 Super Stockist, 5 Distributors (Goldiee Group)
- Increased number of distributors from 8 to 12 for the first company-HLL.
- Organized in Food Bazaar, 26th Jan to 28th Jan 07 'THE Big Days, contribution was 21.50% of the Store sales and 72% of the Food Bazaar sales.
- Successfully negotiated the extra schemes with vendor's like- Cadburys, Amul, Britannia, Pepsico etc to increase the total volumes.
- Maintain the No.1 sales of Pvt. Label across India. (Delivered the Best Bottom Line to the company).

Project Handled-

- Initiated and finalised the stock delivering system to Modern Trade through Courier.
- Organising a events in the company like- Participation in India Food Forum -Mumbai, Good Food –Delhi, Aahar- Delhi, MSME- Kanpur .
- Member of Launching Team of One One Noodles.
- Initiated and launched the system of Ware House Day (To maintain the ware House neat and clean, complete all the paper work on or before that day).

ACADEMIA

- MBA in Marketing from Lucknow University in 2003.
- Bachelor of Commerce from Lucknow University in 2001.

▪ **Trainings Undergone:**

- Attended Gurucool Personality Development Program at Pantaloon Retail India Ltd.
- Certified by NIS SPARTA and Future Sharp in **Channel Sales, Customer Service and Retail modules.**

CAREER HIGHLIGHTS

August 2014- Till Date	Goldiee Group, Kanpur	Manager Sales (Modern Trade)
April 2013- August 2014	Goldiee Group, Lucknow	Area Manager (General Trade)
April 2008-April 2013	Goldiee Group, Lucknow	Sales Officer (General Trade)
September2007-April 2008	Future Group, Jaipur	Dept. Manager
December 2005-September 2007	Future Group, Lucknow	Team Leader
June 2003-December 2005	Hindustan Lever Ltd Lucknow	Rural Sales Promoter

Key Deliverables:

Business Development

- Analyzing business potential, conceptualize & execute sales driven formulations to augment turnover and achieve desired targets to meet business expectations.
- Monitoring competitor activities and devising effective counter measures.
- Identifying, qualifying and pursuing business opportunities through market surveys and mapping as per targeted plans as well as through lead generation.

Retail Store Management

- Identifying new product segments along with the management of the company and tapping profitable business opportunities.
- Involved in organizing various schemes, promotional events to mark prominent seasons of sale & ensuring adequate stock availability for the products.
- Supervising the routine functions for hygiene, display, general administration & ensuring smooth functioning.

Key Account Management

- Interfacing with Individuals /key influencers amongst the clients for ascertaining best possible pricing mix.
- Ascertaining good relations with the clients to avail the best prices flexibility & getting all good brands under the roof with maximum customer satisfaction.

Team Management

- Recruiting, mentoring, training and development of the field functionaries to ensure sales and operational efficiency.
- Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst Team members.

PERSONAL DETAILS

Date of Birth : 30th August, 1980
Address : C-2, Chand Ganj Gardens, Lucknow-226024