

VIPUL AGARWAL

Senior Management Professional

Area Sales Manager - Capital Foods Pvt. Ltd. (Chings) - AGRA

Industry Exposure: FMCG



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| SALES & MARKETING | P&L ACCOUNTABILITY | CHANNEL MANAGEMENT | NEW PRODUCT LAUNCH | ROI MANAGEMENT |

Associated as **Area Sales**

Manager-GENERAL TRADE (AGRA)
with **CAPITAL FOODS PVT. LTD**

PERSONAL DETAILS

DATE OF BIRTH : **12.10.1979**

Educational Qualification:

MBA from FMCA RBS College Agra
affiliated to U.P.Tech. Univ. - **2002-2004**

B.Com. from Dr. B.R.Ambedkar
Univ. Agra - **1997-2000**

Marital Status: **Married**

Address :-

Permanent Address:
C-803, ADITYA MEGA CITY,
INDRAPURAM, GAZIABAD

It Skills

Well versed with MS Office, Word
& Excel, and Internet

KEY COMPETENCIES

- Seasoned Sales Management Professional with over 14+ years of experience with FMCG sector; in understanding business needs and identifying initiatives that will allow a business to meet strategic goals in the **FMCG, PERSONAL CARE, HAIR CARE, CONSUMER CARE & PROFESSIONAL SEGMENT INDUSTRY**
- Merit of working with top-notch organizations entailing | **Capital Foods** | **ITC** | Managed **RETAIL SALES, CHANNEL SALES, GENERAL TRADE /Modern Trade FORMAT.**
- Developed an extensive network of contacts with the who's-who of the cosmetic and personal care industry with intimate relationship.; formulated profit center budget for business development activities through **Return On Investment (ROI)**



Excellent
negotiation skills

Outstanding
interpersonal skills



Effective coaching
& mentoring
abilities

PREFERRED LOCATION: - Anywhere in North

Marketing



Negotiating



Dynamic



Smart



EXPERTISE OFFERED

- P&L ACCOUNTABILITY
- NEW PRODUCT LAUNCH
- CHANNEL SALES MANAGEMENT
- STOCK FORECASTING
- RESOURCE MANAGEMENT
- BRAND BUILDING
- TEAM MANAGEMENT
- BUSINESS STRATEGY
- LIAISON & COORDINATION
- COLLECTION & CREDIT CONTROL
- PRODUCT DEVELOPMENT
- EFFECTIVE LAUNCHING
- NEW BUSINESS INITIATIVES
- ON JOB TRAINING
- PROFIT CENTER OPERATIONS

| GENERAL TRADE | MODERN TRADE | SUPERMARKET | INSTITUTIONAL SALES | RETAIL MANAGEMENT | HORECA |

ORGANIZATIONAL EXPERIENCE

CAPITAL FOODS PVT. LTD. (Chings)

since Jan-17 – TILL DATE

Area Sales Manager - Agra

FOCUS AREA's – | Business Development | Channel Sales Management | New Product Launch | Data Management |
GEOGRAPHICAL EXPERTISE

Agra, Meerut, Aligarh, Saharanpur, Bijour District.

KEY RESULT AREAS

- Handling 3 Super Stockiest + 13 Distributors along with a Team of 5 Sales Officers, and 9 SR on company Roll + Dbr Sales Team– handling General Trade sales Responsible for Primary, Secondary & Inventory in Assign Depots
- Responsible for Capital's Sales & Target Distribution for volume & value sale (4.8cr. annually), recruitment of sales team & best in class execution & Implementation in trade Market & Centre Profit Head across assigned territory.
- Managing the C&F/CFA Agent and distributors in all aspect Related to Retail Division.
- Responsible for servicing around 4000 retailers in assigned Area.
- Engaged in General Trade/Semi Modern Trade/Institutions/Horeca business.
- Designing & executing activations, schemes and incentives to sustainably drive sales growth and market shares.
- Submit claims on time to time basis for faster clearance.
- Focus on CFA Stock, FIFO Policy Supply, and POP Materials Quantity.
- Sales planning and forecasting, co-ordinate with supply chain team for better services.
- Ensuring the execution of Trade activities like Branding, Merchandising and Visibility in the territory Through Banners, Posters, Boards, In shop Activity, Sampling on Regular Basis.
- Co-ordinate with Marketing team and execute all the brand activities as per the agreed calendar in area.
- Managing Distributors Return on Investment (ROI) by rationalizing Investments, budgetary control and driving efficiency of costs leading to consistently growing business

NOTEWORTHY ACCOMPLISHMENTS

- Successfully developed various Sales Channels across Markets
- Grown the business by 40% over LY in 4 month time
- Increased outlet base in entire Area by 20%
- Improved the Daily productivity of Company infra
- Increased the range selling by 6 line per bill to 11 line average

ITC LTD. (FOODS DIVISION)

2006-2016

Area Executive – General Trade – West UP

FOCUS AREA's – | Business Development | Width Expansion | Team Management | Training & Monitoring |

KEY RESULT AREAS

- Responsible for development of business and increasing numeric distribution of products.
- Planning for Implementing Schemes & Launching New Product well
- Arranging activities such as, Sampling, in shop promotion, promoters, displays
- Forecasting profits and sales, and optimizing the sales volume and profitability of designated product areas.
- Supervise, Train & Motivate a team of sales personnel to achieve company objectives.
- Meet the Primary and Secondary Sales target, Monitor stock and supply level at distributor and at outlets.
- Ensure timely and proper claim submission of stockists and self, Keep watch on competitor's activities in the market and take necessary action accordingly.
- To increase sales in various channels like School Canteens, Cinema halls in west U.P.
- Handling Branding and Promotional activities like: Display, Merchandising, Sampling and Trade Scheme, Completing paperwork & Reporting to senior level management.
- Training and development of team to drive business goals.
- Achieving Sales KPI's (Key performance indicator) for the month.
- Handling Wholesalers, Retailer and Salespersons, Handling the Semi wholesalers Networks and Customers.
- Operating scheme & budgets in market, Monitoring Competitors activities

- VIPUL AGARWAL