**MUDASSAR ATAULLAH PATEL**

**Email**: [mudassar7012@gmail.com](mailto:mudassar7012@gmail.com) **Contact** : 0091-9766145990

**EXECUTIVE PROFILE**

With an MBA specializing in Marketing, I am a result oriented Sales professional with over 2.6 years Sales & Distribution experience with leading MNC FMCG. Over these years I have gained expertise in key business areas mainly Retailer management, New Product Launches, Credit management and Customer Relationship Management. My behavioral qualities make me a strong team player and provide me an edge to lead large teams to achieve company goals and objectives.

**PROFESSIONAL WORK EXPERIENCE**

**Procter & Gamble (CG Marketing Pvt Ltd.)** June 2015 to till date

**Top Store Executive**  **Mumbai**

**Key Achievements,**

* Successfully launched ICP Projects Phoenix in Western Mumbai winning ICP Champion award.
* Launched “Gillette Fusion Paraglide Flexball Razor” & “Pamper Premium Care Pants” in Western Mumbai With 100% Distribution.
* Championed the roll-out of Visibility Hotspot program across key customers.

**Responsibility**:

* Lead and drive the annual strategic business objective for the assigned area towards achieving the sales volumes & value targets
* Responsible for tracking the actual sales versus Forecasted sales for each SKU of all the brands on weekly basis and discussing it in team meeting conducted by me and further formulating the plan to liquidate any slow moving SKU and providing inputs to the management to review it during forecast or to prepare a support plan
* Responsible for developing a plan for team to liquidate and allocate all existing promotions of all the brands
* Managing inventory at agreed levels by working closely with Logistics division
* Responsible for tracking the monthly secondary investment budgets for the team
* Maintain stock Inventory level & win with Share of Shelf.
* Optimum Use of Initiative to achieve VDMI targets
* Strengthening the Distribution network and manage the Daily productivity.
* Develop territory & market penetration strategies to consistently attain and exceed goals.
* Drive New Product Launches and Brand Extension with proper distribution.

**Unnati Distributor Solapur, October 2011 to April 2013**

**DISTRIBUTOR SALES EXECUTIVE, Solapur**

Unnati Distribution & Trading company Solapur. Is a Leading FMCG Super Stockiest & distributors of confectionery Product and handling entire Solapur Distiriq for sales and distribution Channel.

**Responsibility:**

* Lead and drive the annual sales volumes & value targets by closely working with distributor & field sales team.
* Drive Secondary sales for the entire range of products, comply DSR and Monthly sales targets.
* Strengthening the Distribution network and manage the Daily productivity.
* Implement company trade scheme and promotions to accelerate sales
* Building Relationship with existing customers to sale more SKU, & also Opening new accounts.
* Develop territory & market penetration strategies to consistently attain and exceed goals.

**ACADEMIC & PROFESSINAL QUALIFICATION**

* **Master of Management Studies, MMS Marketing**  2013 to 2015

Anjuman I Islam’s Allana Institute of Management studies, **Mumbai University,** MUMBAI

* **Bachelor of Commerce**, **B.Com** 2010 to 2013

H.N college of commerce, **Solapur University,** SOLAPUR.

**INTERNSHIPS & PROJECTS**

Completed MMS final Years Project At **Hindustan Unilever Ltd**. with the Tile

**“Relationship Building Programs of FMCG Company for Sales and Distribution”**

**TECHNICAL SKILLS**

* Proficient in the use of: MS Office (Word / Excel / PowerPoint )

**PERSONAL SUMMARY**

* Nationality : Indian
* D.O.B : 11th January 1993
* Gender : Male
* Marital Status : Married
* Languages : English / Hindi / Urdu / Marathi
* Current Address : C 403, A K marg, Bandra East. Mumbai 400051

Maharashtra, India.

* Permanent Address : B 4 Sahil Nagar Hotgi Road, Majrewadi Solapur - 413225.