# Puspamitra Acharya 9845611404 pma14283@gmail.com

**CAREER OBJECTIVE**

Seeking a managerial opportunity in sales & business development to utilize the proven experience in planning & implementing innovative sales strategies , channel development, Identifying new business opportunities & team building .

**PROFILE SUMMARY**

* Dynamic career of **over 11 years** that reflects pioneering expertise & year-on-year success in **Business Development, Channel Management, Sales & Marketing, Brand Management, Training & Development and Team Management.**
* Planned, formulated and implemented **sales strategies and promotions to increase market penetration** and to drive revenue and profitability by maximizing sales.
* **Merit of** developing new business development, achieving sales target, collection, team management, training and brand management.
* Successfully drove positive **Return on Investment (ROI)** by establishing appropriate selling model, customer metrics, and a compelling incentive compensation plan
* A strategist and implementer with recognized proficiency in spearheading business to accomplish corporate plans and goals successfully.

**CORE COMPETENCIES**

**Strategic Planning Channel Development**



**Brand Management Budgeting & Forecasting**



**RoI Accountability BTL & Promotions**



** Revenue Generation Team Building & Leadership**

**ORGANIZATIONAL EXPERIENCE**

**Kg Denim ltd. October’19- Till Date**

**Designation**:  **Area Sales Manager**

**Key Result Areas:**

* Create, develop, implement sales strategies to meet the business objectives &enhance revenue generation.
* Plan, manage and execute the expansion and penetration in General/Independent Retail format.
* Design and implement a strategic business plan that expands company’s customer base and ensure strong presence across the territory.
* Build and promote strong, productive customer relationships by analyzing and understanding the needs.
* Present sales, revenue and expenses reports and realistic forecasts to the management team& plan to achieve the same.
* Explore, identify, and capitalize on new opportunities in terms of products and strategic tie-ups.
* Identify emerging markets and market shifts while being fully aware of new products and competition status
* Coordinate with all the support functions like product, operations and marketing to achieve the desired results and targets.
* Identify, appoint & manage the distributors to achieve business parameters like market share, volumes, market coverage, collection etc.

**Royal Enfield (Apparel) May’18- September’2019**

**Designation: Area Retail Manager**

**Key Result Areas:**

* Budgeting and forecasting sales in the region, preparing reports and collection plan, ensuring Attainment of business goals.
* Establish and ensure that all sales administration procedures relating to the Territory are properly implemented to support the sales teams in their efforts to accomplish the sales targets.
* Implement and adhere to the SOPs for all the franchises. Ensure store hygiene & VM standards are strictly adhered to.
* Monitor & ensure that optimum stock levels are maintained by each store with maximum utilisation of space to fulfil customer need efficiently.
* Hire, train and assess the sales team. Train, demonstrate & motivate the team to enhancesales and operational efficiency.
* Conducting competitor analysis by keeping abreast of market trends as well as competitor moves to achieve market share metrics.
* Exploring potential business avenues, achieving increased business growth and initiating market development efforts.
* Identify both successful and unprofitable sales initiatives and explore ways to improve on sales metrics.

**Aditya Birla Nuvo Ltd. October’15- April’2018**

**Designation: Area Manager**

**Key Result Areas**

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| * Primarily accountable for generating sales from dealers & distributors, manage receivables & customer satisfaction. * Scaling up distribution network. Negotiate & on-board to capture untapped markets in sync with the senior management. * Marketing programs/ BTL activities for the assigned region: Initiate, pilot, correct & scale-up. * To understand the market dynamics and present professional analysis of market changes and emerging opportunities from time to time and help in shaping the regional and zonal sales strategies. * Evolving market segmentation & penetration strategies to plan, implement & achieve the business targets. * To drive marketing activities such as trade shows, sales conferences, campaigns and other BTL activities. * Identify, On-board & develop reliable distribution network in untapped territory. * Positions new product line/brand/**SKU** in the assigned sales zone/markets by direct interaction with key retailers. * Monitor end-to-end process flow to ensure operational efficiency of channel partners.   *Highlight:*   * Appointed 3 **distribution channel** & 25 new SIS for the assigned territory in a span of 1.5yrs. |
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**Madura Coats Pvt ltd. July’12-September’15**

**Designation: Sales Executive**

**Key Result Areas:**

* Accounted for PLANNING and executing a gamut of tasks entailing:
  + Managing the dealers, distributors & retailers of the assigned territory & achieving sales targets through effective territory coverage
  + Upgrading sales with the existing Customers while maintaining a healthy product mix.
  + Following up with the customers for orders, sales planning & payments.
  + Driving product level activities and demand generation.
  + Organizing promotion of the product and consumer awareness by organizing activities like VRP/ARP,
  + Leading Group-canvassing, Tailor-meet & other promotional activities.
* Furnished support for new product launches through dealers and contractors meet.
* Involved in designing, communicating & monitoring value & volume wise targets to customers & following up for the same.
* Actively engaged in exploring new market opportunities & appointing new dealers & other business sources to the organization.

**Raymond Apparel Ltd. Nov’08 – July’2012**

**Designation: Market Development Executive**

**Key Result Areas:**

* Planning, executing & achieving the monthly & annual business goals.
* Managing & working with the distributors on both primary & secondary numbers.
* Planning distributor & Retailer schemes & implementing at PoS as part of the liquidation strategy.
* Looking after the business & retail penetration of the brand for Karnataka.
* Planning and implementing monthly, quarterly and yearly sales targets.
* Studying the market in terms of product movement, price movement and market trends and taking necessary actions.
* Enriching brand visibility with the help of branding, visual merchandising, road shows and in-shop promotion activities.
* To develop new business opportunities within current and new customer bases in accordance with the sales strategy.

**IT SKILLS**

# MS Office (Word, Excel & PowerPoint), Internet Application, V-tiger, Tally ERP9, Peach Tree.

**ACADEMIC DETAILS**

**MBA (Marketing)** GPA

**BPUT** 87 / 4.0

**2007**

**PGDCA** GPA

**Utkal University** 92 / 4.0

**2005**

**BA (Economics)** GPA

**Utkal University** 67 / 4.0

**2003**

**PERSONAL DETAILS**

Date of Birth: 2nd July’ 1983

Languages Known: English, Hindi, Oriya and Kannada.

Marital Status Married

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