**Akhilesh Kumar Singh**

# **Mobile: 8777682655/9748944037**

# **Email-****ID: a.akhileshsingh@gmail.com**

**CAREER OBJECTIVE:**

**To work in an organization that appreciates innovativeness, demands analytical. Provide a challenging and performance driven environment and a wide spectrum of experience to grow and excel in my career. My aim to create meaningful contribution to the organization through my skill and abilities and to continuously improve on my professional knowledge and skill.**

**PROFESSIONAL SYNOPSIS \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* **Result Oriented Professional possessing nearly 12 Years Experience in Career.**
* **Hardworking, Competent & Efficient.**
* **Professional Qualification, Problem Solving Ability with Analytical Skills, Attitude towards work and company.**
* **Capacity to make balance between personal and professional life.**

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**Name of the Company Big Basket (FMCG)**

**Designation Business Development Manager**

**Duration from 1st Sep. 2019 to till now.**

**KEY RESPONSIBILITIES:**

**1. Deliver top line sales number for the Business Development Manager**

* **To plan and achieve the sales targets.**
* **To plan and achieve the distribution targets**
* **Ensure control on Damage, Returns and Expiry in line with norms**

**2. Area Business Planning (in line with SD norms)**

* **Ensuring quality of market coverage through TSE and distribution network**
* **Achieve SD Targets as per plan (DBs, AFCs, Outlets, Eco and Relative Distribution Targets)**
* **Monitor implementation of Distribution plan across distributor territories**
* **Monitor brand availability, visibility freshness (Stock rotation)**
* **Drive NPI in line with CM plan across TT, PT and SS network**
* **Ensure that the TSE are regularly working with the ISR visiting PT distributors**
* **Formulate execute the secondary sales plan - Area wise , TSE wise, Brand wise , SKU wise**
* **Conduct JCM s for TSE and review area performance every month and also attend the JCM of the TSE with the ISR once a year**
* **Work closely with the Ethical teams (RM ABM in the area)**
* **Work at least 2 days with the MT KDE every month**

**3. Ensure Financial management by way of:**

* **Implementing credit policy and credit controls**
* **Timely claims settlement**
* **Risk-free realization from the customer (distributor, institutions cooperatives)**
* **Timely ROI calculation and communication for distributors**

**4. Distributor Infrastructure Development and Management**

* **Educate and train the TT and PT distributors on ANI systems processes**
* **Ensure optimal stocking levels and high billing efficiency for all distributors**
* **Ensure distributor compliance to agreed service levels credit terms**
* **Review distributor financial health (pipeline and outstanding)**
* **Ensure that the claims of the distributor are settled by ANI within specified time limits**

**5. Code of conduct and compliance to stat / regulatory norms**

* **Adherence to code of conduct**
* **Adherence to SOP**
* **Conformation to all financial and administration systems**
* **To ensure that Trade Marketing activities are carried out as per norms laid down.**
* **Analyze the market situation and ensure accurate sales forecasting in line with ANI norms**
* **Compliance to statutory and regulatory norms**
* **Handle Legal Issues, PFA issues, packaging defects etc**

**6. Administration Responsibilities**

* **Provide administrative support to the Regional Sales Office through timely and accurate reporting**
* **Monitor competitor activity and ensure timely reporting of the same**
* **Ensure timely submission of claims for the area**

**7. People Management**

* **To motivate, train develop TSE for achievement of Targets, to maintain hygiene in the marketplace work towards their all-round development.**
* **Facilitate and support training for the field force. Active role in developing their Skills.**
* **To identify good talent and develop at least 1 TSE for higher responsibility in the long.**
* **To identify talent in market (attract talent /prelim interviews for recruitment)**

**8. Localized Trade Marketing Initiatives**

* **To develop new business plan in order to increase volume/value sales.**
* **Design, recommend and implement innovative Trade Marketing activities through proper identification of trade channels and segments within.**
* **Implement regional plans developed by the Customer Marketing Team**
* **Support Provide feedback on marketing plans for the area**

**Key Behavioral Competencies Required:**

* **Leadership**
* **Interpersonal and team building skills**
* **Communication skills**
* **Analytical skills**
* **Negotiation skills and influencing ability**
* **High degree of initiative and enthusiasm**
* **Mobility, Adaptability**
* **Achievement orientation**
* **Planning and organizing ability**

**Experience:**

* **Graduate with 12+ years experience at area level in a FMCG company with sufficient knowledge and understanding about Sales systems and processes or an Post Graduate Of Retail Management with up to 10 yrs experience Mobility Interpersonal skills IT - computer skill, MS office**

**Technical Knowledge / Skills Required:**

* **Knowledge of Sales systems and processes**
* **Knowledge of market dynamics, demographics of the area**
* **Knowledge of various statistical techniques, operating packages**
* **Financial Marketing management**
* **Logistics supply chain management**
* **Understanding of basic science and product knowledge**
* **Networking and orientation towards customer (retailers/associations) management.**
* **People management**
* **Computer skills - MS Office**

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**Name of the Company Gurukul Activity Center Pvt. Ltd.**

**Designation Cluster Manager (Sales and Marketing)**

**Duration from 1 November 2013 to 26th June 2019**

**ROLES & RESPONSIBILITIES**

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| --- |
| * **Oversee the development of business plans and strategies by a sales department**
* **Analyze and survey sales territories to make proper adjustments where necessary**
* **Oversee the interviewing, hiring, and training of sales staff**
* **Ensure sales personnel adhere to company policies, rules, and regulation**
* **Assign sales territories and quota to sales units and representatives**
* **Develop and implement standards for productivity, customer-service, and quality of service**
* **Conduct sales forecast to determine company financial objectives and target market for a product/service**
* **Prepare and submit annual budgets to company executives for approval**
* **Visit existing and potential clients to offer products/services and to elaborate on product features**
* **Contact customers via cold calls, emails, and arranged meetings to secure sales deals and contract**
* **Build and maintain good working relationship with clients to create an atmosphere that fosters sales**
* **Monitor the performance of sales employees and provide the necessary guidance to improve efficiency**
* **Motivate and support sales teams to achieve set goals/targets**
* **Organize conference calls/meetings during which sales activities are discussed and appropriate decisions taken**
* **Present periodic reports to company directors on sales operations**
* **Analyze and interpret sales records and customer accounts**
* **Carry out research to identify new sales opportunities.**
* **School and college marketing campaign and seminar with admission target.**
* **Maximum tie-up with high grad societies for marketing campaign and seminar with admission target.**
* **Business tie up with all the educational and activity companies.**
* **Daily/Weekly/Monthly and Quarterly admission Plan for each and every team members of sales and operation and marketing( All the team members work on individual targets plan and individual incentive plan )**
* **Daily/Weekly/Monthly and Quarterly marketing activities plan in Schools/Colleges/Complexes/Societies/Educational**

**Institutes/Activities Centre etc.** |

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**Name of the Company MPS Food Products Ltd (FMCG)**

**Designation Floor Manager**

**Duration from 19th Feb.2010 to 30th October’2013.**

**ROLES & RESPONSIBILITIES:**

* **As Floor Manager, my duties, would include the following:-**
* **Administration of Retail Outlet, Maintenance of Retail Outlet, Letter & Other communication.**
* **Planning for Marketing & Promotion, Billing.**
* **Maintain daily sales & product report.**
* **Maintain Stock updating, Customer awareness & complaints, product display.**
* **Dealing with HR related problems & solutions, Maintain requisition.**
* **To insure supply of products from project in proper time.**
* **Reporting to the Chief Coordinator – Marketing, Trade Coordinator – HR Planning & Training, Assistant Trade Coordinator – Retail Marketing and Deputy General Manager – Sales;**
* **To achieve Sales Target and all such responsibilities as and when told by management from time to time.**
* **Trained and managed a staff of 45, setting a tone of teamwork, professionalism and respect. Created new-hire orientation and training procedures. Facilitated training of all new hires.**

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**PROJECTS:**

* **Project on Pantaloons and Spencer.(Customer satisfaction level)**
* **Industrial visit to Woodland and Giordano Travel Gear.**
* **Project on “Store Operation in Odyssey India Limited and Giordano Travel Gear”**

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**PROFESSIONAL TRAININGS:**

**Company PGPRM Internship ODYSSEY INDIA LIMITED**

**Tenure 4 Months**

**Place Merlin, Kolkata**

**Department Assigned MIT (Manager in Trainee as Store**

 **Sales and Operations)**

**No. of Employees 80 Staffs**

**ROLES & RESPONSIBILITIES:**

* **Customer interaction and providing Service**
* **Maintaining and Making new Customer**
* **Product Selling**
* **Stock Handling**
* **Physical Inventory Counting (SKUs Counting)**
* **Price Checking**
* **Promotion Checking**
* **Plano gram Checking**
* **Handling Back-Office Work**

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**Company Giordano Travel Gare**

**Tenure 2 Years (June 2005 to Aug.2007)**

**Place City Centre 1 Salt lake, Kolkata**

**Department Assigned Store Manager**

**No. of Employees 4 Staffs**

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**Professional Qualification:**

**2009 Completed PGPRM (Post Graduate Programme in Retail Management) from NSHM Knowledge Campus under Affiliated to Retailers Association of India**

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**SCHOLASTICS:**

**2007 Completed B.Com (Pass) under Calcutta University,**

**2001 Completed Higher Secondary Examination under WBCHSE Board,**

**1999 Completed Secondary Examination under WBBSE Board.**

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**TECHNICAL SKILL:**

* **Windows, word, excel, PowerPoint, Internet**

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**STRENGTHS**

* **Good Communication Skill.**
* **Smart, Dynamic & Challenging To Play A Positive Role In a Challenging Environment.**
* **Sincere & Hardworking.**
* **Comprehensive problem solving abilities.**
* **Good Leadership Skills.**

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**HOBBIES:**

* **Listening Music**
* **Playing cricket**

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**PERSONAL DOSSIER:**

**Date of Birth : 8th Sep. 1983**

**Fathers Name : Late Ajab Narayan Singh**

**Gender : Male**

**Marital Status : Married**

**Languages Known : English, Hindi & Bengali**

**Address : Jamtala Uttar Math, Vivekananda Nagar,**

 **Hatiara, P.O.-Ghuni, P.S.-Rajarhat, Kolkata – 700 059**

**Declaration - I hereby declare that all the Information Furnished Above are true to the best of my Knowledge.**

**Date:**

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Place: (Akhilesh Kumar Singh)