**Mr. ABHILASH GHOSH**

44, R. B. C. Road, P.O & P.S - Naihati,

Dist - (N) 24 PGS, Pin - 743165, West Bengal.

Telephone:+919062448385/8240697541

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* **Total Years of Experience:** 11 Years 7 months
* **Experience:- From Jan 2014 to till date – Working in Rockdude Impex Pvt. Ltd. (G.T/M.T/Horica) Freshee**

* **Job Profile :** **-**
* BusinessDevelopment/Sales& Marketing/Retail/ChannelSales/AreaSales/ModernTrade/General Trade/Horica/Operations/Billing/Collection
* Working as a Area Sales Manager Achieve sales and profit goals by selling goods and services through Distributors to Spencer's, Big Basket, More, C2 also taking care of Primary sales & Secondary Sales. Identifying and approaches key & strategic partners and set long-term channel strategies. Firm up sales planes for Monthly/Quarterly/Annually with G.M for G.T/M.T/Institutional (Aluminum Foil roll, Napkins & Tissue Papers, Aluminum Foil Containers, parchment Papers, Cling Films, Toilet Roll & Facial Tissues products).
* Communicating and aligning the plan with the sales team. Visiting assigned areas outlets which schedule by Company. Also tracking the outlets with the periodic portfolio of SKUs. Checking the outlets maintain the stocks in a sufficient level and high lighting the stock on shelf and storage.
* Handling Distributor area wise. Handling products and trade complaints and reporting markets feedback on daily basis. Also maintain a positive relationship with the outlets in order to achieve the best from it multi-tasking, negotiating, driving more business from it. Execution in bulk orders on monthly basis.
* Target achievement monthly, quarterly & annually. Product wise, unit wise & area wise promotional activities, Design monitor and run effective promotional plans, Budget management.
* Design incentives plans for field force is done within stipulated time and communicated HO. Plan & execute control own and field staff tour program a the first & expense statements. Design field staff KRA, Training, Monitored for a secure database for there requirements according to promotional activities. Continuously reviewing activity, sales and other parameters with respect to KRA to ensure that it is achieved in the right quality and within the defined timeframe.
* **Collecting target, outstanding, Supply chain. Ensure product availability particularly new products launched at the retailer level. Monitor primary/ secondary; Smooth functioning of trade channel (stockiest/Distributors/ retailer). Timely monitor Assess total call, productive call, non-call activity reports and daily/monthly/weekly report. Create and maintain effective key customer list for his/her area**.
* Execution with clients in bulk orders. Time to time shipment to be done according to their needs. Sales/Retail/Business Development/Operations/ Billing /Collection as a Area Sales Manager/**Sales Team Leader CMM Tradelinks PVT LTD (P&G) Company Goa. All kind of Home care Products Total 13 SKU Arial. 5 yrs worked from Jan 5th 2009 till Dec 28th 2013.**
* **Collecting target, outstanding, Supply chain. Ensure product availability particularly new products launched at the retailer level. Monitor primary/ secondary; Smooth functioning of trade channel (stockiest/distributor/ retailer). Timely monitor Assess total call, productive call, non-call activity reports and daily/monthly/weekly report. Create and maintain effective key customer list for his/her area.**
* Work very closely with Trade Marketing team in management of schemes/ promotional video/contests being run to promote company brand. Ensure trade execution of new products launches as per plan to achieve 80% weighted distribution within the agreed timelines.
* **Achivements : -**
* **Taking care of M.T of Kolkata location. M.T Taking care of clients are BigBasket, Spencer's, Bigbazaar, BigBasket, More, C2. Handling trade activation of M.T accounts of Kolkata, Siliguri, Bardhawan, Durgapur, Barasat, Asansol, Howrah, Chinshura, Kharagpur etc. for merchandising activities for new launches, Visibility & promotion conducted at the account level.** **G.T taking care of the Retailer's, Wholesaler's, Distributiors of West Bengal location Siliguri, Bardhawan, Durgapur, Kolkata, Barasat, Asansol, Howrah, Chinshura, Kharagpur etc.**
* Develops Sales plans and budgets to achieve or exceed the annual sales objectives for the region. Monitor and control the sales budget to ensure optimum utilization of resources in the region
* Generate sales of company products in the region through a team work of sales in order to achieve or exceed the annual sales targets
* **Conduct regular market visits to check route coverage, competitor activity and continuously search for new opportunities in order to increase sales in the region**
* Provide distributors and customers in the region with information about new or improved products and services in order to improve sales in the region
* **Develop and maintain an efficient distribution network to ensure the comprehensive availability of company's products and services across the region to achieve or exceed the sales targets.**
* Establish and ensure that all sales administration procedures relating to the region are properly implemented to support the sales teams in their efforts to accomplish the sales targets.
* Develop the necessary Regional Sales Management organization structure and ensure the right caliber of staffing and appropriate training to meet all job requirements. Provide leadership so that staff are well motivated and engaged to stay and contribute effectively to the organization.
* Developed a new market of Chain Hotels, Hospitals, Building up new Distributors in each point/areas also close up the targets based on quarterly reports & yearly. Distribution of areas according to their needs. **Entire North & South 24 Pgs, Kolkata & Howrah(Part), Hooghly(Part), Barasat, Katwa, Bardhhaman, Bakura, all totally Distributors under my control.**
* **Developed a new market of Chain Hotels in Distribution of Institutional Clients like Sinclair’s, Taj Gateway, The Hindustan Residency, Ambuja Neotia Hotels & Resorts many others as well.**
* **Current Industry:** Manufacturing/Production/Almunium Foil roll/Napkins & Tissue Papers/Almunium Foil Containers/ parchment Papers/ Cling Flims/Toilet Roll & Facial Tissues
* **Current Functional Area :** Sales/Retail/Business Development/Collection/Operations / Billing
* **Current Location :** Kolkata
* **Location Preference :** Anywhere
* **Other Qualification (s) Certification(s) Programme(s) Attended**
* A plus hardware engineering from IIHT in 2007.
* **Basics Skills :**
* Computer basics –DOS, Windows, MS Office, Internet mailing, sorting, filter, subtotal, pivot table, pivot chart, V look up, H look up, command count and many other commands on daily basis. Have experience in designing and development of reports, layouts, preparing dashboard.
* **Key Skills :**
* Handling Clients with great repo building according to their needs & also planning new strategies to growth of market on daily basis, meeting up goals, track recording on monthly basis, adding new clients - existing clients backup settings goals in areas for branding and many other implementation. Allotting clear responsibilities to team members assigning targets & reports.
* Achieve sales and profit goals by selling goods and services through resellers/ channels. Identifying and approaches key & strategic partners and sets short- and long-term channel strategies. Monitoring industry trends as well as competition.
* Day to day basis follow-up with the existing clients as well as building up new clients. Providing quotation and Services maintain client’s relationship of long term goals. Ensuring dominant visibility of the company products in the stores. Effective guidance and support to the merchandiser.
* To Check the everyday sales and stock, store wise and to analyses and market report. To check the store performance and to decide what the quantity to be sent in stores is, in case of newness. To analyses the sale through report articles wise and to move the stock between stores according to their performance (article, size and style basic) purchase order creation, order planning store wise distribution and stock planning.
* **Execution of any discount / scheme with the coordination with brands. Analyze slow moving stock and take correct action in the form of discount to liquidate stock. Merchandise Assortment planning, Inventory Stock Optimization, Category Promotions, Maximizes Sales and profitability for the department / category.**
* Preparing and giving presentations to present and prospective customers. Execution with clients in bulk orders. Time to time shipment to be done according to their needs.
* **Ensure distributor claims are settled in time by proper scrutiny and on field verification. Ensure retention of distributors. Develop distribution strategy in line with changing channel mix. Ensure requisite compliance and MIS from the distributors as per agreed time lines.**
* Ensure recruitment/availability/retention of required manpower as per plan and monitor their performance.
* **Work very closely with Trade Marketing team in management of schemes/ promotions/contests being run to promote company brand. Ensure trade execution of new products launches as per plan to achieve 80% weighted distribution within the agreed timelines.**
* Access and analyze impact of trade promotions/schemes/contests being run by the regions and communicate feedback to regional manager and trade marketing team.
* **Academic Qualification :**
* **MBA(Sales& Marketing) Distance Course 2014.**
* **Completed B.A (Eng. Hons) in 2012.**
* **Matriculation: Year of Passing:** 2005

**Name of University/ Board:** W.B.B.S.E

**Marks Obtained/ CGPA Obtained:** 311

**Full Marks/ Total CGPA:** 800

**Percentage:** 38.87

* **Higher Secondary: Year of Passing:** 2008

**Name of University/ Board:** W.B.C.H.S.E

**Marks Obtained/ CGPA Obtained:** 263

**Full Marks/ Total CGPA:** 600

**Percentage:** 43.83

* **Graduation: Year of Passing:** 2012

**Name of University/ Board:** E.I.I.L.M.U

**Specialization:** B.A (Eng. Hons)

**Marks Obtained/ CGPA Obtained:** 548

**Full Marks/ Total CGPA:** 800

**Percentage:** 68.05

* **Personal Profile :**

Father’s Name : Khokan Kumar Ghosh

D.O.B : 6/11/1986

Nationality : Indian

Religion : Hinduism

Gender : Male

Marital Status : Married

Language Known : English, Hindi, Bengali

Communication : 44, R. B. C. Road, P.O & P.S - Naihati

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Date :   
Place : Signature