**Resume**

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| **ALOK JAIN**Indian, Male, Married**Contact No**.: 9748222370**Email**: alokjain.kolkata@gmail.com |  |

**CAREER SYNOPSIS**

I am a post graduate with a degree of MBA with marketing specialization. I have worked in **FMCG &PET resin manufacturing Industry**.

I have an experience in the field of **Market research, Channel Sales development, Promotional activities &** **Procurement & Supply Chain**

**PROFESSIONAL / ACADEMIC CREDENTIALS**

**Academic Credentials**

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| **Year** | **Examination** | **Institution** | **Board/ University** | **Specialization** | **%** |
| 2013 | MBA/PGDM | Xavier Institute of Management & Entrepreneurship | AICTE | Marketing | 5/8 CGPA |
| 2005 | B.Com (H) | Bhawanipur Education Society College | Calcutta University | Commerce | 55.55% |
| 2002 | Higher Secondary | Bhawanipur Gujarati Education Society School | ISC |  | 63% |
| 2000 | Secondary | St. Francis Xavier School | ICSE |  | 58.33% |

**Professional Experience**

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| **Company** | **Period** | **Job Title** |
| SuperValu, Dublin, Ireland | 3rd July’19 – 21st Feb’20 | Sales Assistant & Stock controller |
| IVL Dhunseri Petrochem Ind. Pvt. Ltd | 17th July, 2017 – 10thMay, 2019 (2 Years) | Dy. Manager – Procurement & Supply Chain |
| Dhunseri Petrochem & Tea Ltd. | 1st August 2013 – 14th July, 2017 (4 Years) | Asst. Manager – Business Development & Market research |
| Dhunseri Tea & Industries Ltd | 3rd December 2005 - 1st June 2011 (5.7 years) | Asst Manager - Marketing |

**Key Responsibilities in:**

**MSRKET RESEARCH & CHANNEL SALES DEVELOPMENT**

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* Maintaining daily MIS.
* Ageing analysis of Debtors & Creditors.
* Cold calling to new appoint new clients
* Selection and appointment of new channel partners.
* Recruitment potential human resources for sales & distribution
* Planning & Budgeting for ATL and BTL promotional activities.
* Achieving the target sales through channel sales partner & sales team.
* Assisting in preparing the work order/Agreements with various vendors.
* Negotiation with transporters and finalizing the competitive freight rates.
* Stock availability analysis at various points (Factory & Channel Partners)
* Comparative analysis of procurement of packaging material and Raw materials.
* Teaming up with KPMG advisory team for market research/product pre-launch evaluation.
* Consumers buying behavioral analysis & analysis of potential market across different districts.
* Coordinating with the KPMG team for preparation of data tables as per the agreed Analysis plan and analyzing the same.
* Implementation of MS Excel tools for sales & Procurement automation in co-ordination with KPMG Consulting
* Designing research questionnaires and coordinating with the fieldwork ensuring timely completion of field activities.
* Designing quantitative research plans for products in different stages of the Product Life Cycle, such as Marketing Mix Evaluation, Product Tests, Post Launch Tracking studies etc.
* Analysis of competitive landscape (competitors pricing, distribution network, manufacturing processes, retailer reach, target markets etc.).
* Designing the Go-to-market strategy along with 20 sales staffs and preparing weekly business plan & new sales target & market feedback.
* Handling day to day logistics operations.

**Key Responsibilities in:**

**PROCUREMENT & SUPPLY CHAIN**

* Forecasting the procurement of raw materials.
* Preparing purchase order for raw materials
* Preparing the final cost price of the raw material.
* Preparing accounts payable ageing analysis report.
* Preparing daily raw material stock statement (RMS).
* Daily monitoring receipt and consumption of Raw Materials
* Tracking the arrival status of the materials with the suppliers.
* Co-ordination with the sales team to manage the stock orders
* Selection and appointment of new vendors for competitive pricing.
* Preparing the work order/Agreements with various vendors/suppliers.
* Active communication with the shipping line for freight & shipment booking
* Assisting in finalization of Letter of Credit (LC) for purchasing of import materials.
* Arranging the quality control checking by in-house QC department for Raw materials..
* Utilizing advance authorizations, against import of raw materials for customs duty free benefit
* Price negotiation of raw materials with vendors &minimizing the procurement revenue cost.
* Analyzing the MSQ (Minimum stock quantity) &planning the ROQ (Re-Order Quantity) of raw materials as per the production schedule.

**COMPUTER PROFICIENCY**

* Proficient in advance MS Excel, MS Word & Power point

**SALARY**

Expected CTC As per industry standards

**LANGUAGES KNOWN**

Hindi English Bengali

**OTHER INFORMATION**

**Date of Birth**: August 16, 1983

**Co-curricular activities**: Playing Snooker, Swimming & Table Tennis.

**Notice period** Immediate