**Utkarsh Rawal** Location: Delhi/NCR

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**Professional Synopsis**

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| * Business Development Executive with 2 years of experience in Retail industry involved in Retail Business Development, Franchising, Channel Sales, Market Research, Business Case Analysis * Proposal Drafting and Documentation, Project Management, Vendor Management, Visual Merchandising, Marketing and Training   Looking forward to work in a dynamic work space, where effective utilization of my skills will prove to be a value addition for me and my organization. |

**Work Experience**

**Business Development Executive- Raymond Limited - March 2018 – Current**

* Retail footprint expansion of the flagship channel of the organization, “The Raymond Shop” across multiple territories and unrepresented markets in North India- Added 18 Franchisee stores in last two financial years
* Market mapping and research to identify potential markets and franchisee prospects.
* Location analysis and drafting of business case and proposal showing viability through analysis of business projections and expected return on investment
* Pitching to the prospective franchisees, conducting follow-ups and discussions till closure and finalization
* Ensuring completion of documentation, purchase of initial stock, payments and end to end project work and opening of stores as per timelines
* Surpassing sales targets and profitability projections- Generated direct revenue of INR 20 Cr and secondary revenue of INR 30 Cr for franchisee partners
* Deciding the marketing mix upon the launch of the stores to generate maximum awareness, customer walk-in and sales

**Genpact, Noida- January 2015 to September 2015 (7 Months)**

* Deductions analyst in the Order-To-Cash Process
* Responsibilities- Resolution of incoming short-paid invoices (deductions) as per the SLA requirements
* Categorization of deductions into valid and invalid cases as per the defined SOP and ensure closure within deadlines
* Providing weekly and monthly business reports to the client’s sales team with regards to outstanding and ageing
* Handling a desk of more than USD 50 Million in revenue for a global consumer goods organization for their institutional and retail channel
* Dealing with multiple internal stakeholders such as order management, sales and marketing, logistics and collections teams

**Education, Achievements and Certifications**

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| * PGDM- Birla Institute of Management Technology, Greater Noida ( 2016-18) TGPA- 6.57 * Bachelors in Business Administration- Maharaja Surajmal Institute, GGSIP University, Delhi (2011-14) CGPA- 74.91 * Senior Secondary (CBSE Board) (2011) - 71.60% * Secondary (CBSE Board) (2009)- 77.80% | * Completed Certified Network Security Specialist (CNSS) course from International Cyber Security Institute, UK * Internship (April 2017 to June 2017)   - Part of the TOP-15 Best Sales Interns of the Year by Future Consumer Enterprise Limited for generating high revenue in both the B2C and B2B channels and strengthening the market penetration and distribution of the personal care products in the Noida territory   * Certification in Fundamentals of Digital Marketing by Google Digital Garage * IIBA Certification in Business Analysis * KPMG Lean Six Sigma- Green Belt Certification |

**Strengths:** Leadership skills and people management | Communications (written and verbal) | Quick learning and lead discussion