

Ashok kumar

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Summary

I have completed studies in **Bachelor of Business Administration with specialized in Retailing (BBA-Retailing)**, with **professional experience of 12+ years** with core operation of **sales & marketing, market development, new product development and brand Management** in **FMCG industry** from private sector with small enterprises to large MNC groups. My objective is to pursue a career with a leading organization, to work and learn in a goal-oriented environment for enhancing my skills and broadening my knowledge.

➤ CORE COMPETENCIES

- Sales & Marketing Management
- New product Management
- Brand Management
- Market segmentation
- Advertisement & Promotions
- New Market Development
- Marketing Research & Survey
- Logistic and supply chain management

➤ Professional Experience



Company Name	:	MRS Packaging
Designation	:	Sales Manager
Division	:	Distributor & reseller of USA import Range products
Working Period	:	Sep 2023 –Feb 2024

Responsibilities

- Develop and implement sales strategies to increase market share and profitability!
- Monitor and analyses sales performance metrics and trends
- Establish and maintain relationships with key customers.
- Develop and manage sales budgets
- Monitor and evaluate competitor activities.
- Develop and implement new brand market strategy.
- Create and manage sales promo
- Reconnecting to the existing customer by giving more product options.
- Cooperate with accounts department to follow-up on all debtors and ensure in time collection of outstanding payments
- Responsible for the renewal of BDA Contracts



Company Name : **Northex Distribution**
Designation : **Sales Manager**
Division : Distributor & reseller of Protien and organic import Range products
Working Period : Sep 2018 –Aug 2023

Responsibilities :

- **Handling private labels** and regular products of all key accounts and B2B. Responsible for accounts opening and **listing of products** on A to B class accounts and convenience stores.
- Negotiating with key accounts for **rentals (Visibility) agreements** and rebate agreements.
- Preparing **sales projections** account wise, brand wise, product/SKU wise with Sales Team
- Preparing account-wise **profitability reports** as well as **preparing annual budgets** and monthly **sales forecasts**.
- Cooperate with the accounts department to follow-up on all debtors and ensure in time collection of outstanding payments.
- Monitoring and controlling sales team, sales supervisors, salesman, merchandisers, shelf fillers and Ensure timely and systematic schedule for orders and distribution of products.
- Close **monitoring stock movement** report and giving action plan to push slow performing items.
- Responsible for renewal of **BDA Contracts**

Company Name : **Wholesome Health Food LLC**
Designation : **Sales Manager**
Division : Distributor & reseller of Protien and organic import Range products
Working Period : **Aug 2017 – Aug 2018 (1 Year)**
Responsibilities :



- **Handling private labels** and regular products of all key accounts and B2B. Responsible for accounts
- Responsible for accounts opening and **listing of products on A to B class** accounts and convenience stores.
- Handling 12 Sales Van operation with 4 key sales executives.
- Cooperate with accounts department to follow-up on all debtors and ensure in time collection of outstanding payments.
- Responsible for renewal of BDA contracts

Company Name : **Circle K**
Designation : **Purchasing Executive**
Division : **Purchase & Merchandising Department**
Working Period : Jan 2014 – July 2017 (3 Year 7 Month)



Responsibilities :

- Research potential vendors ,Compare and evaluate offers from suppliers
- Negotiate contract terms of agreement and pricing ,
- Track orders and ensure timely delivery , Review quality of purchased products ,
- Prepare reports on purchases, including cost analyses ,Monitor stock levels and place orders as needed.
- Coordinate with warehouse staff to ensure proper storage.
- Attend trade shows and exhibitions to stay up-to-date with industry trends.

Company Name : **Circle K**
Designation : **Warehouse Manager**
Division : **Warehouse Department**
Working Period : Nov 2011 – Dec 2013 (2 Year 2 Month)



Responsibilities :

- Managing warehouse facilities and Logistics team, in terms of raw materials and finished goods
- Optimizing distribution channels and resources
- Manage in-bound and out-bound movements of stock
- Product distribution, maintain relationships with 3PLs and monitor performance against agreements
- Manage warehouse and logistics activities in order to maintain continuous customer service
- Ensure good warehousing practices and resource optimization – labor, equipment, facilities etc.

- Manage and replenish inventory and stock levels for customers
- Implement and improve KPIs for warehouse performance

Company Name : **Adidas**
Designation : **Asst Store Manager**
Division : **Retail Sales**
Working Period : **Sep 2010 – Nov 2011 (2 Year 2 Month)**



Responsibilities :

- Allocates resources and organizes processes within assigned area of responsibility to drive efficiency and productivity in a variety of situations.
- Ensures the product offer available to customers is maximized in assigned area of responsibility by coordinating product replenishment from the stockroom to the sales floor
- Supervises sales transactions to ensure quick and accurate processing while adhering to cash protection procedures.
- Minimizes loss by implementing, monitoring and tracking all loss prevention activities.
- Maintains a safe shopping and working environment by ensuring company policy and procedures are adhered to within assigned area of responsibility.
- Applies knowledge of Retail KPIs to make commercial decisions that drive achievement of established sales targets.
- Coaches, motivates and inspires individuals within area of responsibility to maximize and drive a performance culture.
- Uses advanced category expertise and enthusiasm for the Brand to drive sales and customer loyalty.
- Actively collaborates and shares best practices to drive store team performance.
- Communicates a desire to learn and seizes all available opportunities to drive own development and increase performance.

Education Qualifications:

1. **Bachelor of Business Administration** - BBA, Retailing and Retail Operations (2018 – 2021)

Jaipur National University

2. **Punjab School Education Board** (2006-2009)

Intermediate, Art/Art Studies, General

I hereby Declare that the above information is true to the best my knowledge.

Date :

Place :

Ashok Kumar

