

SURAJ PRAKASH

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Personal Details:

48yrs, Married.



OBJECTIVE

To obtain a Mid-Level Managerial position in a dynamic organization that is challenging, rewarding and supplemented by a constantly improving career prospect

PROFESSIONAL PROFILE

Over **18 years** post –qualification professional Sales and Distribution experience, reflecting pioneering experience and record-breaking performance in **FMCG** (Dairy & Beverage) sales & marketing with career track of delivering & sustaining Revenue/Budgets and profit gains with highly competitive **Saudi Arabia, OMAN** and in **UAE** markets.

Aggressively identify opportunities, develop focus, and provide tactical business solutions. Possess & acquire in depth understanding of Corporate Sales Strategies, Category Strategies. Regional Priorities and local market circumstances; based on this knowledge lead, implement and focus to ensure delivery of annual objectives and plans. Remain on the cutting edge, driving new business through different Geographies, Brands, Categories, Channels of growth and establishing strategic partnership and dealer relationship to increase Channel /Brand revenue.

Extremely successful in building and maintaining relationship with Key Accounts and different Channels, establishing large volume high profit-accounts with excellent level of retention and loyalty.

Exceptionally well organized and a team leader with track records that demonstrate self motivation, creativity, adaptations to changes and pressures in the fast – paced environment and initiate to achieve both personal and corporate goals.

Educational background of a **Bachelor Degree** and additional **Diploma in Computer Science** and Excellent navigator of **MS** office.

Ambitious, hardworking and committed to excellence with fluency in English, Arabic, Hindi, Malayalam and other regional **INDIAN** Languages

In possession of Valid Driving license of INDIA, UAE & Oman

CAREER PROGRESSION

Store Manager – NASCO RETAILS Pvt Ltd Kerala India July -2021 Till Date

An Authorised distributor for Couple of FMCG brands in south India as well having 7 super markets in Keral, Tamil Nadu & Jabalpur.

Responsibilities:

- Monitoring inventory and ordering Stocks based on sales demand and to help organize and run our retail stores Ensuring the sales team to meets its goals of efficiency and customer satisfaction.
- Coordinate daily service operations (e.g., sales processes, orders and payments), Conduct regular audits to ensure the store is functionable and presentable
- Track the progress of weekly, monthly, quarterly and annual objectives. create MIS reports, analyse and interpret retail data, like revenues, expenses and competition.
- Thrived to oversee all the employees, keeping their abilities and weaknesses in mind while prioritizing multiple projects.
- Monitoring retail operating costs, budgets and resources, Research emerging products and use information to update the store's merchandise.
- Responsibilities include hiring and training Store associates, Coach and support new and existing associates and act as one of the store's representatives and set an example for other staff.
- Have Developed retail manager skills with a sharp business mindset and also skilled at organizing and solving problems and mediation.
- Leadership and organizational abilities, Interpersonal and communication skills, Problem-solving attitude, Flexibility to work in shifts.

Sales & Marketing Manager – AL RAHBA INTERNATIONAL ABUDHABI Jan -2018 Feb – 2020

It's an integrated part of Bangalore based NANDA Group of Companies in joint venture with BIN BUTTI Group Abu Dhabi. Production faculty includes fully integrated poultry breeding operations along with modern meat processing facilities.

Responsibilities:

- Manage and develop distribution expansion plan within the assigned geography mainly in the financial hub emirates, such as ABUDHABI & DUBAI.
- Coordinate with the Production and Processing plant to fulfil the market requirements and ensure overall market distribution with store availability and market visibility. Instruct and coordinate with the processing plant In-charge for packing and portioning as per market requirements.
- Monitoring and increasing market share of all **AL Rahba** SKU's. Develop and implement strategies for business growth, along with business units, sales and marketing team.
- Handling sales and operational procedures, Coordinate with the operation to determine product pricing structure considering with the credit policy and facilities of various customers.
- Handled major outlets & caterers like AL Tayeb [LULU Group], K M Trading,

Saudi Caterings & Calicut paragon.

- Plan and implement various promotion and discounts in term with the required realization.
- Coaching, Counselling and developing associates, Training & development of staff.
- Coordinate with the plant for the monthly and weekly Forecast.
- Analyse the performance of the key customers and Major accounts for the assigned business in terms of net contribution (Volume, Value).
- Regularly monitor market trends and developments and appraise the senior management of recommendation and strategies for action accordingly, through monthly reporting.
- Responsible for the ANNUAL OPERATING PLAN in terms of Volume, Infrastructure and Human resources.

Branch In charge – IFFCO. OMAN

NIZWA (AL- DHAKLIYA region) Aug -2015 Nov – 2017

It's a UAE based business house in to manufacturing and distribution of wide range of consumer products offering brands such as ALLANA, LONDON DIRY, TIFFANY, NOOR RAHMA, IGLOO and AL BAKER.

Responsibilities:

- Manage and develop distribution expansion plan within the assigned geography, ensuring execution of trade and brand activities as per monthly objectives and overall branch plans.
- Achieve overall distribution objectives of availability, in store visibility, trade contracts and credit terms.
- Ensure full understanding of branch budgets with close follow up on spending in line with company objectives. Monitoring and increasing market share of all IFFCO categories.
- Develop and implement strategies for business growth, along with business units, sales and marketing team.
- Handling sales and operational procedures.
- Handled major outlets like C4, LULU and Rameez Group
- Coaching, Counselling and developing associates, Training & development of staff.
- Work closely with the marketing department in providing market feedback and merchandising solutions for the area covered by the branch and effectively execute all marketing programs.
- Analyse the performance of the key customers and Major accounts for the assigned business in terms of net contribution (Volume, Value).
- Regularly monitor market trends and developments and appraise the senior management of recommendation and strategies for action accordingly, through monthly reporting.

TERRITORY DEVELOPMENT SUPERVISOR

NIZWA (AL- DHAKLIYA region) Jan – 2012 -June -2015

OMAN REFRESHMENTS COMPANY (SAOG)

The company holds franchise rights to fill and distribute PEPSICO range of soft drinks, AQUAFINA water, non-carbonated beverages LIPTON ICE TEA, BARIO & TROPICANA and juices under its own brand TOPFRUIT.

Responsibilities:

- Responsible for the full operation of the depot, with all the sales staff, ware house and accounts staff reporting under.
- Ensuring achievement of given budget on each category on a monthly basis, with a considerable growth against YOY.
- Responsible for the ANNUAL OPERATING PLAN in terms of Volume, Infrastructure and Human resources.
- Responsible for the growth in distribution & market share and Achieving Company sales objectives.
- Develop and maintain all the Key A/c outlets as per company standards, enhance client relationship for continued & repeat business.
- Setting of Sales targets for the team and achieving them thru effective strategy & resource utilization.
- Managing issues concern with consumers and addressing dealer grievances & ensuring customer satisfaction.
- Ensuring daily operations to achieve organization objectives within profitability and limitations.
- Implementing trade scheme and promotions in different channels and reviewing them constantly.
- Analysing the monthly market share study (Survey done by M/s A C Nielsen)
- Reviewing new outlet opening, shop closed procedures and signage procedures with feasibility.

KEY ACHIEVEMENTS:

Had the second highest sales volume growth in the company, leaving behind the remaining 6 depots in the run. Placements of infrastructure in the area to increase space in the outlets. Which in turn yield the growth. Initiated motivation drive within the Omani Staff to cut down the retention level thru proper training and escalation.

Sales Supervisor – (N/ W region) Jeddah June 2009-Aug 2011
ALMARAI KSA

ALMARAI is the largest integrated dairy foods company in the middle east, ALMARAI enjoys leadership status in the fresh Dairy Products, UHT, Foods & Fresh Juices categories across the GCC (Gulf Cooperation Council) countries.

Responsibilities:

- Achieve budgeted sales volume and margin (approx. 1 to 1.5 million Saudi riyals on a weekly basis) of Fresh, Foods, Juices and UHT products to deliver company's targeted profit
- Achieve distribution targets for all products / SKU's as per recommended portfolio across all trade channels to optimize sales & market share.
- Constantly monitor and ensure that the orders on Fresh, Foods, Juices and UHT are in sync with market demands to optimize sales and achieve 100% availability with minimum wastage,
- Plan the targets for different sales areas and ensure the same is cascaded down the line to ensure overall understanding of the Company Objectives.
- Conduct effective & regular meetings to review performance & provide feedback.
- Responsible for creating new routes based on the geographic route structure aligning with the required sales volume per van,
- Approximately 20 to 25 multinational staff reporting to me directly on a daily basis.

KEY ACHIEVEMENTS:

Was responsible for accruing 75% of the market space share for ALMARAI cooler displays, installed more than 100 coolers in the MINIMARKET projects, which in turn yield 26% growth were in budgeted growth was 15%. Initiated motivation drive within the team to cut down the retention level thru proper training and escalation.

Sep 2003 – Jan 2008

Pre Seller. - Key accounts. DUBAI: ARLA FOODS L.L.C.

Leading Company in the U.A.E. with LURPAK & PUCK being prime brands

- Routine visit to all the retail Outlets, Reaching sales targets
- Booking orders maintaining steady and timely distribution to all my outlets.
- Keeping track of company assets such as freezers & chillers available with the customer.
- Merchandising all the retail Outlets, & Ensuring Customer satisfaction,
- Keeping track of stock at the outlets and interacting with the shelf stackers on regular basis.
- Forecasting the need as per the required season...
- Ensuring that all my outlets are constantly stocked and well supplied.
- Keeping track of stock, auditing shelf and ware- house stocks, ensuring Products are rotated Regularly on the basis of ***First in First out***
- Target achievements, and credit control effectively as per credit policy.

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