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Career Objective :

- a) Objective to work in an organization which provides opportunities for growth, learning and scope for the implementation of my skills and hence give my best to the organization.
- b) **Competent in Retails Working, General Trade, Modern Trade, HoReCa Sales, Corporate Sales, Export Sales.** Also Highly competent buyer with strong Knowledge of Modern and General Trade, Proficient in Capability building of Salesmen through on Job Trainings and committed to building outstanding relationship to achieve objective. Excellent interpersonal, analytical communication skill.

Professional Experience :

Dealshare : Since October 13th 2022 till time **Position Held :** Export Business Development Manager

A leading Startup player in Online Supermarket wholesale customer-focused with 18,000 Product.

Dealshare offers close to 18,000 world-class products across a multitude of categories all under one roof, and at transparent. Core customers include Traders- (retailers, kirana stores, wholesaler, Semi-wholesaler, Distributor's), HoReCa-(hotels, restaurants, caterers), corporates, SMEs, all types of offices, companies and institutions,

Responsibilities

- a) sourcing and procurement Stock for Merchant Exporter with potential upcoming trends.
- b) Understand Overseas Customer Requirements On Product, Prices, Delivery, Quality, Service Levels etc.
- c) Resolve conflicts in Deliveries and Prices, etc.,
- d) Negotiated attractive purchasing terms for products from Suppliers that help reduce the costs,
- e) Top negotiation skill with an ability to effectively persuade others to come to a favorable agreement for both parties.
- f) Excellent eye for merchandise quality and product suitability while choosing potential vendor supplier

Supermarket Grocery Supplies Pvt Ltd : Since April 2018 till time **Position Held :** Operation Head

A leading player in Online Supermarket wholesale customer-focused with 18,000 Product.

BigBasket currently runs 30 operational wholesale centers in T1 & T2 cities. **BigBasket** offers close to 18,000 world-class products across a multitude of categories - such as fruits & vegetables, general grocery, dairy, frozen & bakery products, fish & meat, confectionery, detergents & cleaning supplies, health & beauty products, media & electronics, household goods and apparel - all under one roof, and at transparent. Core customers include Traders- (retailers, kirana stores, wholesaler, Semi-wholesaler, Distributor's), HoReCa-(hotels, restaurants, caterers), corporates, SMEs, all types of offices, companies and institutions,

Responsibilities

- a) **Operation Head : Accountable for overall store/LMD Operation** Since Oct 2019
- b) Monitor & analyze key reports & take appropriate action that will help achieve metrics like OTD, Write-Off, DER, customer complaint
- c) Ensure timely GRN, PRN, and Cycle count, FEFO expiry process is followed.
- d) P&L Management.
- e) Recruitment, Training & Logistics.

- f) Counsel, coach, Reward & recognition programs conducted.
- g) Ensure all process should be follow end to end, Drive & review process compliance in store
- h) Directed all activities required to achieve store sales, targets, goals.
- i) Resolve customer complaints and issues in a proactive manner
- j) Timeliness, Enthusiasm & Initiative, Bias for Action & Speed

Deputy Manager : Accountable for overall store April 2018 to Oct 2019

- a) Monitor & analyze key reports & take appropriate action that will help achieve metrics like OTD, Write-Off, DER, customer complaint
- b) Ensure timely GRN, PRN, Cycle count, FEFO expiry process is followed.
- c) P&L Management, Recruitment, Training & Logistics.
- d) Counsel, coach, Reward & recognition programs conducted.
- e) Ensure all process should be follow end to end, Drive & review process compliance in store
- f) Strong Leadership and team management abilities
- g) Buying SKU from Market as Per Customer Requirement and Servicing on Time with Profit margin for the company.
- h) Highly competent buyer with a strong amount of knowledge of Modern and General Trade Market.

Ratnasagar Herbals Pvt Ltd.: 25th Oct 2016 Position Held: Key Account Executive - Modern Trade – WEST

Company founded in 1988 by its promoters in Kolkata as Joy Cosmetics, with three Brand under one umbrella and operation in over 10 countries. The RSH objective is to provide quality products to its customers at best prices. We endeavor to provide one stop solution for all personal care requirements.

Responsibilities:

- a) Communicating and explaining the various schemes to the Modern Trade Outlet, Planning of launching new product and maintaining the growth of the Sales.
- b) Leading Force Team with 06 for penetrating area of Mumbai, ROM, Gujarat.
- c) Business planning and budgeting for the key Accounts of corporate sales/Modern Retail/, new market/account mapping, opening accounts of corporates conduct regular competitor analysis & takes appropriate timely actions.
- d) Driving breakthrough visibility for our categories through formulating future ready merchandising and planogramming strategies.
- e) Creating strategies and making recommendation in driving strategic brand sales
- f) Launching new products as per plan within allocated budgets / resources

Achievements: Recognition for handling B2B METRO CNC, Stand alone Supermarket.

M MART Super Market : June 2016 To Sept 2016 Position Held: Project Manager Consultant

Proposed business solution, advised on changes/modification and developed broad working relationship with clients

Responsibilities

- a) Handling complete retail store of 8000sft operations and sales and customer Services. As a Business Consultant have to Monitor Life Style Products & Agri Products like FMCG FOOD & NON FOOD,
- b) Coordinating with All suppliers for on order stock status, new assortments, creating new barcodes, checking for aggressive promotions.
- c) Coordinating with Floor Team for refill/display stock on shelves, promotion area.

Achievements: Successfully Launched Project Super market M MART at Ratnagiri.

Metro Cash & Carry India Pvt Ltd : Since June 2007 to May 2016 **Position Held :** Departmental Manager

A leading international player in self-service wholesale customer-focused, international and innovative.

METRO Cash & Carry India currently runs 20 operational wholesale centres, in the cities of Bangalore, Hyderabad, Delhi, Mumbai, Kolkata, Jaipur, Indore, Vijayawada, Ludhiana, Jalandhar, Amritsar, Zirakpur and Surat. METRO offers close to 8,500 world-class products across a multitude of categories - such as fruits & vegetables, general grocery, dairy, frozen & bakery products, fish & meat, confectionery, detergents & cleaning supplies, health & beauty products, media & electronics, household goods and apparel - all under one roof, and at transparent, low wholesale prices. core customers include Traders- (retailers, kirana stores, wholesaler, Semi-wholesaler, Distributor's), HoReCa-(hotels, restaurants, caterers), corporates, SMEs, all types of offices, companies and institutions, as well as self-employed professionals. Only business customers are allowed to purchase at METRO, all of them duly registered and provided with a customer registration card.

Responsibilities

- a) **Stores Operation : Detergents & toiletries, Sweet & Confectionery** Since Jan 2016
- b) Handling complete retail store of 1,00,000sft operations and sales and customer Services. As a Department Manager has to Monitor Life Style Products & Agri Products like FMCG FOOD & NON FOOD,
- c) Leading Detergents & Toiletries Department with staff of 1 Team leader, 6 Associates, 24 Promoters.
- d) Supervise the activities of store on a daily basis.
- e) Managed merchandise levels and store appearance Visual Display Arrangement.
- f) Follow-up with the supplier like HUL, P&G, GSK, RECKITT, Marico, Heinz, ETC.... for On order stock/Replacement/Visibility/Promotion activities.
- g) Responsible for training employees, planning, assigning and directing work, appraising performance, rewarding and disciplining employees.
- h) Directed all activities required to achieve store sales, targets, goals.
- i) Resolve customer complaints and issues in a proactive manner
- j) Solicited walk-in customer for business development purposes
- k) **Stores Sales : HoReCa** April 2015 to Dec 2015
- l) Developing professional business contact at all levels within the assigned accounts as well as new ones
- m) Turned service department into profit making center with an increases contributions
- n) Leading HoReCa Department with Sales Force of 2 Customer Consultant area covered Mumbai.
- o) Generating Order from customer for their kitchen Food Products like Fresh Vegetable, frozen foods- Butter,cheeses,Green Peas.etc) Grocery Product – Atta, Maida, Besan, sugar, tea, coffee, cooking oil, Food Beverage & Dairy Product also, Cleaning Agent , And non-food Products Likes Coral Product Range for Crockery, OCEAN Brand in Glassware, F&S Brand For Cutlery....etc....
- p) **Stores Sales : i) Export/Wholesale** Jan 2010 to March 2015
- q) Understand & analyse the external and internal business environment, seasonal buying trends, market penetration, monitor current global market, prepare a business plan, forecast the key deliverables, identify & develop new sales opportunities for the export of Consumer Durables,FMCG products of variousBrandLikeHUL,P&G,GSK,RECKIT,NESTLE,AMUL,BRITANNIA,MCVITIES,REDBULL, MONSTER,PEPSI,THUMUP, ETC...
- r) Identify the key focus areas for the markets, evaluate potentials, develop & drive

export sales activities in international markets (mainly, Dubai, Europe, Middle East, Africa, US & neighbouring countries).

- s) Implement sales & distribution plans to meet customer requirement.
- t) Develop strong relationships within supply chain to explore supplier & distributor base and possible commercial sales relationships, work closely with them to deliver the most effective distribution channel from supplier to customer
- u) Execute marketing efforts & reaching regular sales targets by carrying out market research activity in chosen export market, working on Marketing Part to develop appropriate marketing materials for an international audience, providing global market intelligence and competitor activity reports to Management
- v) **Stores Sales_ : ii) UPCOUNTRY Distribution Rest of Mumbai iii) SCO –Mumbai iv) COD –Mumbai**
- w) with Sales Force of 02 Customer Consultant area covered ROM -Igatpuri, Nashik, Nandurbar, Ratnagiri, Solapur, Sangamner and Achieved Target Also.
- x) Drive effective ROM Distributor channel management by Covering gaps in market servicing, Outlet coverage gaps in Productivity & Range Selling
- y) Monitor Inventory pile up in slow & non moving SKUs and drive action to reduce
- z) Scheme Performance analysis and feedback to HO

aa) Stores Operation: Non-Food Department Feb 2008 to Dec 2010.

- bb) Handling complete retail store of 1,00,000sft operations and sales and customer Services.
- cc) As a Department Manager has to Monitor Life Style Products NON FOOD,
- dd) Leading Non-Food Department Textiles, Homeimprovement, DIY, DECO with staff of 3 Supervisor, 16 Associates, 18 Promoters.
- ee) Managed merchandise levels and store appearance Visual Display Arrangement
- ff) Directed all activities required to achieve store sales, targets, goals.
- gg) Resolve customer complaints and issues in a proactive manner

hh) Stores operation : Customer Acquisition June 2007 to Jan 2008

- ii) Leading Acquisition Force of 15 Team area covered entire Mumbai.
- jj) Mapping the Area and Monitoring the full area is being registered with Metro Business Card.
- kk) Daily achieving the Metro Business Card Registration Target of 200 forms
- ll) Team has done Highest Registration Record of Metro Business Card One Day was 500 forms.

Achievements: DC Profitability through MCRM model in Exports, Upcountry Distributors, Wholesales, COD, Won many Prizes and Recognition certificates.

Pahal Foods Pvt. Ltd.: Feb 2006 To May 2007 **Position Held:** Area Sales Executive-Modern Trade-Mumbai

Company with ISO 22000, BRC certification is structured for Exports and Imports Business in Hyderabad, Andhra Pradesh, India, with an aim to cater the International market in the processed food segment by offering High Quality Biscuits, Wafers, Chocolates and Confectionery Products with Commitment and Timely service. The company's focus is to understand the market requirements and to offer quality products with competitive prices

Responsibilities:

- a) Communicating and explaining the various schemes to the Distributors, Modern Trade Outlet, Institution, and Defence Canteen, IRCTC Canteen. Planning of

- launching new product and maintaining the growth of the Sales.
- b) Leading Force of 09 Team for penetrating area of Mumbai.
- c) Sales Planning for Entire Location/ area of Operation
- d) Business planning and budgeting for the key Accounts of corporate sales/Modern Retail/CSD & institutions, new market/account mapping, opening accounts of corporates conduct regular competitor analysis & takes appropriate timely actions.

Achievements: Recognition for handling distributors and operating schemes and promos.

TATA TELESERVICES (MAHARASHTRA) Ltd.: March 2004 to Jan 2006. **Position held :** Sales Executive

TTML commenced landline operations in 1998, It commenced full mobility wireless services on the CDMA-1X platform in 2004-5. The Company also has a significant presence in the GSM space, through its joint venture with NTT DOCOMO of Japan, and offers differentiated products and services under the TATA DOCOMO brand name.

Responsibilities:

- a) Selling Basic Telecom Services. (Fiber Optics, WLL & CDMA Technology)
- b) Surveying allotted territory, helping in network design, acquiring necessary permissions and achieving desired market share of 50% within 5 months. Handling the team of 10 to 15 executives. Maintaining customer relationship & generating revenue for the company.

Achievement: Recognition for Highest Sales from Speez MIDC, Thane Zone.

Sanjivani Remedies Limited.: Dec 2002 To Feb 2004 **Position Held:** Sales Officer - General Trade Mumbai.

Company is structured for Manufacture / Exports Business in Pune, Maharashtra, India, with an aim to cater the International market in the Confectionary Products, Digestive Candy, Digestive Tablets, Hair oil, Japamala hair oil, Freshening Candles, Spa . The company's focus is to understand the market requirements and to offer quality products with competitive prices

Responsibilities:

- a) Communicating and explaining the various schemes to the **6 Distributors / 23 Sales Team of Central Zone,**
- b) Responsible for Secondary and primary sales of Super Stockiest
- c) Planning for launching new product and maintaining the growth of the Sales Team and ensure proper implementation of the same. Achieving Given Sales Team Target and motivating Sales Team,
- d) Providing feedback to the company through effective reporting and Sales Analysis.

Achievements: Recognition for handling distributors for Central Zone and operating schemes and promos.

GOODLASS NEROLAC PAINTS LTD.: From Oct.2000 to Oct 2002 **Position held:** Asst. Accountant

Goodlass Wall Pvt. Ltd. grew popular as Goodlass Nerolac Paints (Pvt.) Ltd. Also, it went public in the same year and established itself as Goodlass Nerolac Paints Ltd.

Responsibilities:

- a) Maintaining Staffs & Workers Salary records and generating the payment slips.
- b) Verifying the LTA, Medical expenses, Bonus vouchers, and issuing the cash.

Personal Details:

Education : Commerce Graduate, University of Mumbai, April 2000.
MBA in Marketing, Madurai Kamaraj University, April 2013.

Technical Knowledge : Unix, Xein. Dos Windows'95 and MS Office
Software / Packages: WordStar, Lotus, FoxPro, Cobol,

Date of Birth : 3rd March 1976

Languages Known : English, Hindi and Marathi

I hereby declare that the information given above is true to the best of my knowledge and belief.

Date:

Jayprakash J. Gupta