

Jay Ganatra.

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Seeking middle management assignments in Sales & Marketing/Distribution & Channel Management in FMCG.

PROFILE SUMMARY -

- Results oriented Team Member with nearly 9 years of experience in marketing, Sales & Office administration. Profit Centre Operations.
- Charting out sales strategies and contributing towards enhancing business volumes & growth.
- Superior inter-personal skills, capable of resolving multiple & complex issues & motivating staff to peak performance.
- Establishing alliances with financially strong and reliable channel partners for deeper penetration of different markets.

CORE COMPETENCIES -

- Sales & Marketing
- Business Development
- Channel Management
- Willingness to learn.
- Key Account Management
- Team Coordination

ORGANISATIONAL EXPERIENCE –

Jul 2023 - Present • 3 months

National Key Account Manager at PURAMATE.

Highlights

- Leading Pan India Modern Trade & E-commerce chains.
- Relationship Building
- Sales Strategy
- Sales Promotion
- Negotiation

- Key Account Development
- Sales & Distribution
- Business-to-Business (B2B)
- New Business Development
- E-Commerce
- Sales
- Business Development
- Fast-Moving Consumer Goods (FMCG)

From- December 2022 to June 2023 (7 Months)

Area Sales Manager Modern Trade & General Trade at Ghanta Foods Pvt Ltd.

Highlights

- Heading the Modern Trade channel for MPCG+Vidarbha (HQ- Indore): Managing Modern Trade chains like HoReCa, Dmart, Wal-Mart, Metro, ITC Choupal Sagar etc.
- Heading MPCG General Trade business.
- Responsible for achievement of Sales & Distribution objectives (Primary, Secondary & Tertiary) through effective management of Field Agents/Promoters within the values and parameters set by the company.
- Regular and timely reporting along with pre-defined formats to relevant internal stakeholder
- Developing MBQ by stores to ensure fill rates while maintaining acceptable freshness of products.

From- October 2019 to September 2022 –

Key Account Manager E-Commerce and Modern Trade at Goodricke Group Ltd.

Highlights

- Heading Pan India E-commerce business chain like Flipkart, Big Basket, Blinkit Dmart Ready etc.
- Heading the Modern Trade channel for MPCG (HQ- Indore): Managing Modern Trade chains like HoReCa, Dmart, Wal-Mart, Metro, ITC Choupal Sagar etc.
- Responsible for achievement of Sales & Distribution objectives (Primary, Secondary & Tertiary) through effective management of Field Agents/Promoters within the values and parameters set by the company.
- Regular and timely reporting along with pre-defined formats to relevant internal stakeholder
- Developing MBQ by stores to ensure fill rates while maintaining acceptable freshness of products.

From- December 2015 to September 2019 –

Modern Trade and General Trade Assistant Manager -Trainee (AM Trainee) at

Godfrey Phillips India at Raipur Zone (C.G)

Highlights

- Heading the Modern Trade channel for MPCG (HQ- Indore): Managing Modern Trade chains like HoReCa, Reliance CnC, Wal-Mart.
- Handling Chhattisgarh Extra mile (Retail Development) project with 4 distributor and 2500+ Retailers.
- Responsible for achievement of Sales & Distribution objectives (Primary, Secondary & Tertiary) through effective management of Promoters within the values and parameters set by the company.

From – July 2013 to November 2015

Modern Trade Sales Coordinator. Bharti Airtel. Indore (M.P.)

Highlights -

- Managing sales & Identifies business opportunities, evaluating their position in the industry, researching, and analyzing sales options.
- Sales products by establishing contact and developing relationships with prospects.
- Maintains relationships with clients by providing support.
- Team Handling and Sales Drive through sales team.
- Prepares reports by collection at EOD & sales channelize throughout the day.
- Achieving targets on time & identify opportunities to promote the good deals.

○ **Showroom In-charge -Airtel Exclusive Outlet at Indore (M.P.)**

Highlights -

- Responsible for resolving queries of Walk inn's & inbound and outbound sales.
- Arranging maintenance & Visits of customer and handling queries.
- Maintains quality service by establishing and enforcing organization standards.
- Provide administrative services & general maintenance to office.
- Provide word processing & secretarial support.
- Stock and Inventory Management.
- Team Handling and Sales Drive through sales team.

○ **Customer Relationship Officer (CRO)-Airtel Relationship Centre, at Indore (M.P.)**

Highlights -

- Stock and Inventory maintain.
- To maintain data of sales and Quires/Complaint.
- Customer Support and Solving problems.
- Provide administrative services & general maintenance to office.

EDUCATION-

- PGDBA from Symbiosis Centre for Distance Learning Pune Grade With A+ in year 2020.
- B. Com (Commerce) from MATS UNIVERSITY Raipur (C.G.) with 56% in Year 2014.
- HSC from RRMB Gujarati English Medium /M.P. Board Indore (M.P.) with 50.8% in year 2009.
- SSC from Bal Bharti Public School /C.G. Board with 52% in year 2007

SKILLS -

- Team Management.
- Business Development.
- Channel Partner Development.
- Sales & Marketing.
- Marketing Management.
- Communication skills.
- Understand market need.

PERSONAL DETAILS -

- Relationship management skill.
- Negotiation Skill.
- Communication Skill.

DOB: 30th June 1991

Known Language: Hindi, English and Gujarati.

Date:

Place: Indore