

G.K.N. NANDHAKUMAR

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Goal Driven and Tenacious Management Professional holding more than TWENTY (20) years of Versatile Sales and Marketing experience in Kingdom of Saudi Arabia, Dubai, Bahrain, Qatar and India.

Employment Scan

Hadeer Al Bahar Trading LLC, Qatar  **Jan 2022 – Till Date**

Designation: Sales & Marketing Manager

Key Accountabilities

- ☐ Market Research and Augmenting the Project Sales of Hygiene Disposable, Food Packaging Disposable, Beauty Disposable, Personal and Household Cleaning Tools & Chemical Products across Qatar FMCG Market.
- ☐ Overall responsibility for achieving or exceeding the Sales and Distribution objectives in the respective Region to ensure achievement of company's business objectives and strategy.
- ☐ Developing new distributions channels, Create new B2B, B2C and HORECA customers, Ensure all customers' credit forms and other documents are recorded properly and timely. Managing and Approving Customer Credit Limit and Cash Collection from the Market.
- ☐ Generate queries and leads while conducting promotional activities within given budget and time frame and achieving maximum sales profitability, growth and account penetration.
- ☐ Plan and execute digital marketing campaigns, including SEO/SEM, social media, email marketing, and content marketing.
- ☐ Training, Mentor, motivate and guide team members ensuring sales - business generation and achieving budgeted figures, and activity ratio on monthly basis.
- ☐ Coordinate with key internal procurement & Account Dept. for Pricing, Purchase & delivery.
- ☐ Continual Analysis and preparation of reports on customer needs, problems, interests, competitive activities, and potential for new products and services. Preparation of quotations in accordance with customer's requirements and company pricing policy.
- ☐ Timely follow-up on the progress of quotations submitted to the customers. Negotiating the terms of the agreement, technical specifications and closing contract sales. Co-ordinates with logistics department to ensure on-time deliveries. Representing the company at trade exhibitions & events. Identify and develop new opportunities and deliver value proposition proposals to the targeted markets.
- ☐ Establish and maintain relationship with Distributors, Key Accounts, Wholesaler & End users for winning business from Market.
- ☐ Brands: COK Brand Gloves, MEDCOK (UK Brand), REONA Cleaning Products & ZAIN Brands.

Darwish Trading Company, Doha, Qatar
Senior Group Marketing Officer
Reporting to Chairman



Jun 2010 – May 2019

Key Accountabilities

- ☐ Formulate, direct and coordinating marketing activities and policies to promote various 150 + worldwide brand products and services.
- ☐ Maintain and Communicate with All Division's Customers such as Darwish Petroleum & Industrial Services, DCC (Darwish Contracting Co) HVAC, Building Materials, Construction / Heavy Equipments, Domestic Appliances, Furniture's, Lighting, Electrical, Fire System, Security (CCTV & PA System), Medical Equipment, Special Projects (Commercial Kitchen), DUNLOP Tires, XEROX & Etc.,

- Initiate market research study as per the direction of management and submit the findings, analysis for review. Consult with buying personnel to gain advice regarding the types of products or services expected to be in demand. Furnishing MIS reports, Supplier Re-Evaluation reports and Conduct economic, Customer Satisfaction survey and commercial surveys to identify potential markets for products and services.
- Predominantly Evaluating vendors and supplier's product, establishing distribution networks and developing distribution strategies, as per ISO and company objectives. Strong business acumen with an ability to execute a country wide range of sales and marketing strategies to establish market presence and increase revenues and profitability for diverse products through Distribution Channel.
- Engaged in handling customer grievance with Root cause analysis for all divisions, ensuring the request closed EOD and sent for Auditing and review to ISO Dept. and Management.
- Functioned as single point of contact in Finding tender details from Market, Intimating Tender Notifications to all divisions to take required action and subsequently providing Action reports to the Management.
- Overseeing designing, developing of Vehicle branding and coordinating with marketing department for further activities. Instrumental in communicating Marketing Head Office Directives with regards to marketing sponsorships, promotions, corporate sponsorships and special events to Mall Operations and Tenants.
- Holds the distinction of conduction Made in USA Exhibition 2010, 2011 & 2012, PUTZMEISTER Operator Training' 2013, 2014 & 2015, DUNLOP Dealer Meet' 2012, 2013 & 2015 and Project Qatar 2011, 2012, 2013 & 2014 which is very big event in construction industry in Middle East and participating more than 165 countries.
- Handling International Brands : XEROX, DUNLOP, KENWOOD, DELONGHI, EVEREST, HOOVER, KNOLL, NUCRAFT, WALTER KNOLL, BOSCH, AUSTCO, VENTILUX, AL-BABTAIN, LITE-TECH, TUNGSRAM, LIGMAN, GLAMOX, XPELAIR, FURSE, CRABTREE, PRYSMIAN, SANTON, BARTON, 3M, PUTZMEISTER, BERGER, UNION, ALLGOOD, STARKEY, MEDTRONIC & BRISTOL MAID., Etc...

Reliance Industries Ltd, Chennai

(Largest Retail Stores – Reliance Fresh)

Store Manager

Key Accountabilities

- Fore fronting by managing and maintaining new supermarket / store, achieve of Top line and Bottom line, providing quality customer service and all merchandising operations.
- Overseeing fixed assets in the store, handling local purchases of materials for maintenance as and when needed and monitoring electricity and AC usage, Inventory Management - movement of goods in and out of store on a short term and long term basis, maintaining optimum level of stock by all the departments.
- Supervising entire retail operations inclusive of attractive display of goods, visual merchandising, and customer service and managing the departments. Handling operational functions like pre-shifts staff briefings, creating duty roster and shift management.
- Maximizing trade satisfaction level by product placement, on time delivery, monitoring complaints, providing efficient services, handling grievances and resolving issues.
- Conducting regular training programs for existing staff in the areas customer service and operations as well as identifying backups within the team. Planning manpower, imparting training to staffs, tracking performance, educating and developing the staffs.
- Maintaining and upholding high retail standards and value of integrity, customer service, team work, work discipline, cost consciousness, respect for staff and organization and transparency.
- Tracking Competitors activity and updating products on latest market trends. Ensure effective use of available space in the Supermarket and enhanced the revenue generation.
- Managed the range of activities including product placement, visibility and penetration in deeper market, pipeline stock distribution, product promotions and market survey. Controlling pilferage, special focus on F&V (Fruits / Vegetables), Outsourced functions like housekeeping and security.
- Liaisoning with the various Government bodies for permissions and licenses required for smooth operations of the new store.
- Ensure 100% achievement of targets in store Events and Promotions - Measurement of responses / execution and awareness, Shop in Shop operations. Operations - Store opening & closing, cash tills, cataloguing, cashiering, and schemes.



Jan 2007 – May 2010

AWAL Dairy Company

(Bahrain Danish Dairy Co), Bahrain

Sales Supervisor

Key Accountabilities

- Augmenting the sales operations by handling Danish brand Dairy products across Bahrain market.
- Increase brand visibility; generate queries and leads while conducting promotional activities within given budget and time frame and achieving maximum sales profitability, growth and account penetration.



Feb 2004 – Nov 2006

- Accountable for enlarging the business volume by acquiring new customers, handling existing customers in allotted territories.
- Responsible for arranging distributor meet customer's conferences, visiting major/ minor dealers, paying attention to their problems and taking remedial action.
- Establishing distribution networks and developing distribution strategies, as per company objectives.
- Managed the range of activities including product placement, visibility and penetration in deeper market, pipeline stock distribution, product promotions and market survey.



Al Ghurair Group of Co, Dubai
Sales Executive – Masafi mineral water Co.

Feb 2003 – Jan 2004

- Engaged in amplifying the Sales and Distribution of "MASAFI" Brand mineral water and Tissue paper Products.
- Establish develop and maintain business relationships with current customers and prospective customers in the market segment to generate new business.
- Prepare action plans and schedules to identify specific targets and to project the number of contacts to be made.
- Analyzing the markets potential and determines the value of existing and prospective customer's value to the organization. Creates and manages a customer value plan for existing customers highlighting profile, share and value opportunities.
- Establishing distribution networks and developing distribution strategies, as per company objectives.
- Managed the range of activities including product placement, visibility and penetration in deeper market, pipeline stock distribution, product promotions and market survey.



NADA Milk, KINGDOM OF SAUDI ARABIA

(Al OTHMAN Agriculture Production & Processing Co)

Dec 1998 – Dec 2002

Van Sales Executive

- Liable for emerging the Sales and Marketing of NADA brand Milk products and FRUIT juices in the allotted region.
- Consistently visiting field outlets and cater the products as per requirement.
- Regular visits customers as per agreed route plan and works to achieve sales and distribution targets.
- Drives refrigerated and non-refrigerated vehicle as per the set route plan with Accountable for stocks in Sales Car (Van / Truck) and Distribute various range of products to stores by loading and unloading. Checking the temperature of Fresh Milk & Juices Sales Car regularly during business hours and ensuring the target achievement.
- Maintain adequate stock in the sales car in order to fulfill requirements of customers. Monitor stock loss and damages and ensure stocks are properly merchandised. Ensure right amount of cash is collected and is reconciled with cash collected from customers and record transactions on customer receipts.
- Involved in preparation of Complaints report and Sales report to the management.
- Managed the range of activities including product placement, visibility and penetration in deeper market, pipeline stock distribution, product promotions and market survey.
- Collect coins from vending machines, refill machines, and remove aged merchandise. Review lists of dealers, customers, or station drops and load sales car. Arrange merchandise and sales promotion displays, or issue sales promotion materials to customers. Inform customers of new products and price changes.



Anjali Foods, Chennai
Marketing Officer

Jun 1995 - Nov 1998

- Liable for expanding Sales and marketing functions by setting up new office in Chennai and Enhance the business volume from the scratch
- Involved in searching office and warehouse setup, recruiting, managing employees by providing necessary facilities like accommodation, food etc., in Chennai
- Implementing marketing and advertising campaigns by preparing marketing and advertising strategies, objectives, planning and organizing promotional presentations; updating calendars.
- Submit Analytical report of sales vs cost. Prepares marketing reports by collecting, analyzing, and summarizing sales data. Monitor inventory of promotional materials for replenishment.
- Rendering necessary support to the Management by providing sales data, market trends, forecasts, account analysis and new product information.
- Establishing Distribution networks and developing distribution strategies as per company objectives. Maintaining Cordial relationship with Clients, Staffs, Distributors, Customers and Management.

Scholastics

2023



- PMP - Project Management Professional (PMI, USA).

1998



- Masters of Marketing Management
Pondicherry University, Pondicherry

1995



- Bachelors of Business Administration
Madurai Kamarajar University, Madurai

Computer Literacy - Good in MS Office, Emails and Internet applications.

Personal Dossier

Date of birth / Nationality 5th May 1974, Indian, Married and blessed with One Female child.

Permanent Address No: 1-B, BB Road, Balarangapuram, Madurai-625009, Tamil Nadu, India

Linguistic abilities Sourashtra (Mother Tongue), Tamil, English, Hindi, Malayalam and Arabic

Driving License holding valid Qatar driving license.