

CURRICULUM VITAE

NAME : VENKATESAN.C



Mobile No : 9597297068

ushavenkatesan80@yahoo.com

CAREER OBJECTIVE :

Career Objective: To secure a position where my existing skills in the areas of administration and Customer service can be utilized by a progressive and innovative company.

Area of Interest

- Marketing - Sales and Customers

EXPERIENCE: 2

Company Name	- M/s.Dhanalakshmi Srinivasan Sugars Pvt Ltd, Udumbiyam, Tamilnadu
Designation	- Assistant Manager - Sales
Job Responsibility	- Sugar Price informed to Customers and get the Orders
Area	- Tamilnadu
Period	- 23.11.2009 to Till date (15-Years)
Product	- Sugar

EXPERIENCE: 1

Company Name	- Thambbi Modern Spinning Mills Limited.
Designation	- Shift Production Officer
Period	- 01.09.2008 to 30.01.2009
Product	- Yarn

PERSONAL EXPERIENCE DETAILS:

Total Experience : 15 Years (Sales Management)
Skill : General Trade (Retail), Whole Sale, & TEAM Handling
Functional Area : Sales & Marketing

Educational Qualification:

Master of business administration - May-2008 (**MBA**) (Annamalai university).
Bachelor of Commerce - May-2004 (**B.Com**) (Annamalai university).
Additional Qualification - Typewriting Higher English & Tamil
Hindi - Rashtrabhasha

Languages Known:

Language	Speak	Read	Write
English	Yes	Yes	yes
Tamil	Yes	Yes	yes
Hindi	-	Yes	-

Job Responsibilities:

Sales :

- ✓ **Dealing with Sugar Sales parties.**
- ✓ **To look after the Godowns and all Sales activities.**
- ✓ **Preparing Delivery pass, Sale order, Delivery order and E-Invoice for Sugar.**
- ✓ **Preparing Daily Dispatch Report for Management Sugar.**

In trade:

- Daily analysis of market trend and competitor pricing for fixing trade of our factory (M/s.Dhanalakshmi Srinivasan Sugars Pvt Ltd).
- Every day sugar price collect giving the inputs to the top management and make decision, finalize the trade rate.
- Communicate our trade price to all brokers and traders.
- Getting orders from traders, brokers and make them to lift the allotted quantity in time.
- Ensure month on month achievement of sales target (Value and Volume).
- Daily coordinating with warehouse staffs, Retail Team and QA staffs (if needed) of our factory (M/s.Dhanalakshmi Srinivasan Sugars Pvt Ltd) for daily dispatch.
- Collecting and circulating day to day market reports to all the department heads of marketing.
- As we serving the traders directly without brokers and giving market views to them, due to this we got few traders who buy from us frequently.
- Encourage new traders and brokers, so that volume of sale is getting increased and maintained.
- Coordinating with Quality department and warehouse personnel's. So that all the customers are satisfied with our service and quality.
- At the time of TNCSC tenders uploaded and got the order, coordinate with warehouse, transporter and depots to enable proper dispatch on the specified time.
- Coordinating with the traders for payment, accounts team for accounts reconciliation. As we strictly follow the terms of advance payment, there is no payment due in the trade sales. Collect no pending issue letter from Customers and Distributors on quarterly basis.

In retail:

- Attend monthly meeting to plan, the sales for the month, co-ordinate with (Sales Head (Retail)
- Make Monthly sales plan and split it into weekly, daily to achieve the target follow up with Sales Head (Retail).
- Motivate distributor/broker by giving current updates of sugar market, for getting better sales.
- Track distributor order fulfillment of demand generated from Retailers by the field force.
- Daily Monitor the SO's sales and giving regular inputs to increase the sales volume.
- Coordinate with Chennai Office for better dispatch on time.
- Take initiative steps to improve sales by providing schemes, displays, discounts etc.
- Coordinate SO's and motivate them to improve our product market share.
- Gather news and market update of current market conditions.

Competitive advantage:

- Worked experience in retail and trade sugar sales.
- Know 100% of sugar brokers & traders in Tamilnadu and Kerala.
- Updated with sugar pricing strategy and market trend.
- Knowing Tamilnadu sugar competitors strengths and weakness.

COMPUTER SKILLS:

Tally Prime GOLD.| Microsoft office (Word, Excel) ERP System | Typing (Both Tamil and English Higher)

Tally Prime Gold :

1. Ledger Creation
2. Bank Payment Update for Customer
3. Sugar Customer – Sale Order, Delivery Note, Created
4. Sugar Customer – E-Invoice Created
5. Customer Debit and Credit Entry
6. Sugar Customer Reconciliation
7. Customers Outstanding List Taken

PERSONAL DETAIL:

- | | |
|---------------------|---|
| ❖ Father Name | : A.Chinnasamy |
| ❖ Date of birth | : 08 JUN 1980 |
| ❖ Marital status | : Married |
| ❖ Family Member | : Spouse, Daughter and Son |
| ❖ Permanent Address | : 5/4A, Elambalur Road, Rose Garden, Perambalur – District Tamilnadu. |
| ❖ Hobbies | : Reading Books, Listening to Music |

Declaration:

I do hereby declare that the above information furnished by me is true to the best of my knowledge and belief.

Date :

Place :

(VENKATESAN C)