



Ashok Kumar

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I have completed studies in Bachelor of Business Administration with specialized in Retailing (BBA-Retailing), with professional experience of 12+ years with core operation of sales & marketing, market development, new product development and brand Management in FMCG industry from private sector with small enterprises to large MNC groups. My objective is to pursue a career with a leading organization, to work and learn in a goal-oriented environment for enhancing my skills and broadening my knowledge.

CORE COMPETENCIES

- Sales & Marketing Management
- Advertisement & Promotions
- New Product Management
- New Market Development
- Brand Management
- Marketing Research & Survey
- Market segmentation
- Logistic and supply chain management

Skills

English



Hindi



Punjabi



Team Leadership



Sales Strategy



Customer Service



Inventory Management



Professional Experience

09/2023 – present
Dubai,
United Arab Emirates

Sales Manager MRS Packaging Limited

- Develop and implement sales strategies to increase market share and profitability!
- Monitor and analyses sales performance metrics and trends
- Establish and maintain relationships with key customers.
- Develop and manage sales budgets
- Monitor and evaluate competitor activities.
- Develop and implement new brand market strategy.
- Create and manage sales promo
- Reconnecting to the existing customer by giving more product options.
- Cooperate with accounts department to follow-up on all debtors and ensure in time collection of outstanding payments
- Responsible for the renewal of BDA Contracts.
- Managed a team of 10 sales representatives, providing ongoing training and coaching to improve performance and exceed monthly sales targets.
- Analyses market trends and competitor activity to identify new business opportunities and drive growth in emerging markets.

09/2018 – 08/2023
Dubai, United Arab Emirates

Sales Manager Northex Distribution

- Handling private labels and regular products of all key accounts and B2B. Responsible for accounts opening and listing of products on A to B class accounts and convenience stores.
- Negotiating with key accounts for rentals (Visibility) agreements and rebate agreements.
- Preparing sales projections account wise, brand wise, product/SKU wise with Sales Team
- Preparing account-wise profitability reports as well as preparing annual budgets and monthly sales forecasts.
- Cooperate with the accounts department to follow-up on all debtors and ensure in time collection of outstanding payments.
- Monitoring and controlling sales team, sales supervisors, salesman, merchandisers, shelf fillers and Ensure timely and systematic schedule for orders and distribution of products.
- Close monitoring stock movement report and giving action plan to push slow performing items.
- Responsible for renewal of BDA Contracts

08/2017 – 08/2018
Dubai, United Arab Emirates

Sales Manager Wholesome Health Food LLC

- Handling private labels and regular products of all key accounts and B2B. Responsible for accounts
- Responsible for accounts opening and listing of products on A to B class accounts and convenience stores.
- Handling 12 Sales Van operation with 4 key sales executives.
- Cooperate with accounts department to follow-up on all debtors and ensure in time collection of outstanding payments.
- Responsible for renewal of BDA contracts

01/2014 – 07/2017
Dubai,
United Arab Emirates

Purchasing Executive Circle K

- Research potential vendors ,Compare and evaluate offers from suppliers
- Negotiate contract terms of agreement and pricing ,
- Track orders and ensure timely delivery , Review quality of purchased products ,
- Prepare reports on purchases, including cost analyses ,Monitor stock levels and place orders as needed.
- Coordinate with warehouse staff to ensure proper storage.
- Attend trade shows and exhibitions to stay up-to-date with industry trends.

11/2011 – 12/2013
Dubai, United Arab Emirates

Warehouse Manager Circle K

- Managing warehouse facilities and Logistics team, in terms of raw materials and finished goods
- Optimizing distribution channels and resources
- Manage in-bound and out-bound movements of stock
- Product distribution, maintain relationships with 3PLs and monitor performance against agreements
- Manage warehouse and logistics activities in order to maintain continuous customer service
- Ensure good warehousing practices and resource optimization – labor, equipment, facilities etc.
- Manage and replenish inventory and stock levels for customers
- Implement and improve KPIs for warehouse performance

09/2010 – 11/2011
Punjab , India

Asst Store Manager Adidas

- Allocates resources and organizes processes within assigned area of responsibility to drive efficiency and productivity in a variety of situations.
- Ensures the product offer available to customers is maximized in assigned area of

Professional Experience

responsibility by coordinating product replenishment from the stockroom to the sales floor

- Supervises sales transactions to ensure quick and accurate processing while adhering to cash protection procedures.
- Minimizes loss by implementing, monitoring and tracking all loss prevention activities.
- Maintains a safe shopping and working environment by ensuring company policy and procedures are adhered to within assigned area of responsibility.
- Applies knowledge of Retail KPIs to make commercial decisions that drive achievement of established sales targets.
- Coaches, motivates and inspires individuals within area of responsibility to maximize and drive a performance culture.
- Uses advanced category expertise and enthusiasm for the Brand to drive sales and customer loyalty.
- Actively collaborates and shares best practices to drive store team performance.
- Communicates a desire to learn and seizes all available opportunities to drive own development and increase performance.

Education

2018 – 2021
India

Bachelor of Business Administration | BBA, Retailing and Retail Operations
Jaipur National University

2006 – 2001
India

Intermediate, Art/Art Studies, General
Punjab School Education Board