



## **Ashok kumar**

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### **Summary**

A BBA (Retailing) qualified, Talented, self-motivated, sales & marketing management, market development, new product development and brand management professional possessing a proven record over total of 10 years of working in FMCG industry, private sector with small enterprises to large groups. My objective is to pursue 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

### **Experience**



## **Sales Manager**

Northex Distribution

Sep 2018 – Present (4 Years 5 Months)

My specific job responsibilities are i am handling major Key accounts, A to B class, West Zone, Al Maya , Lifco, Families, F marts, Al Madina Group, Etc. And down trade C Class (Van sales operation) covering all emirates i.e. Dubai, Sharjah, Abu Dhabi, Al Ain and North Emirates. Responsible and handling private label, New Product listing, negotiating on rebates, and promotions as well handling rentals (visibilities agreements) of major key accounts. Responsible for new BDA contracts and for renewal of old contracts. Monitoring and controlling 15 peoples of sales team as well a team of 8 Van salesmen which are covering 1,200 retail outlets across the UAE. Further responsibilities are as follows:

- 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.
- Preparing account wise profitability reports as well preparing annual budgets and monthly sales forecasts.
- Managing advertising, branding, merchandising and promotion activities.
- Cooperate with accounts department to follow-up on all debtors and ensure in time collection of outstanding payments.
- Monitoring and controlling sales team, sales supervisors, sales man, 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.



## **Sales Manager**

Wholesome Health Food LLC

Apr 2017 – Aug 2018 (1 yr 5 mos)

My specific job responsibilities are managing major Key accounts, A to B class i.e. Union Coop, Ajman Coop, Emirates Coop, New West Zone, Westzone fresh ,W mart ,Al Maya, Lifco, Families, Emarat, Circle K, All Day Minimart, Sanadeg mkt, ADN, Organic Planet , Organic café , galleries lafayette, mawasim , F-Mart Etc. And (Van sales operation) covering all Dubai, Abu Dhabi, Al Ain and Responsible for new accounts open, Product listing, negotiating on rebates, and promotions as well handling rentals (visibilities agreements) of major key accounts. Responsible for new BDA contracts and for renewal of old contracts.

Further Responsibilities are as follows:

- 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.
- Preparing account wise profitability reports as well preparing annual budgets and monthly sales forecasts.
- Managing advertising, branding, merchandising and promotion activities.
- Cooperate with 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. Also responsible to apply FIFO methods. As well responsible to provide MOQ for placement of new order.
- Responsible for renewal of BDA contracts. • Van sales, responsible to check daily order requisitions, Delivery notes, daily invoices, Grv's, also responsible to give them daily, weekly route plan, further monitoring overdue collection.



### **Purchasing Executive**

Circle K

Jan 2014 – Aug 2017 (3 yrs 8 mos)

Responsibilities are as follows:

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 , Enter order details (e.g. vendors, quantities, prices) into internal databases ,Maintain updated records of purchased products, delivery information and invoices ,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.



### **Warehouse Manager**

Circle K

Nov 2011 – Dec 2013 (2 yrs 2 mos)

Responsibilities are as follows:

- 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
- Lead and develop teams reporting into this position
- Implement and improve KPIs for warehouse performance

adidas

### **Asst store manager**

adidas

Sep 2010 – Nov 2011 (1 yr 3 mos)

Responsibilities are as follows:

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 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. Tracks performance data for assigned area (e.g. best sellers, space allocation, etc.) and makes necessary adjustments to drive productivity and efficiency. Coaches, motivates and inspires individuals within area of responsibility to maximize and drive a performance culture. Is a role model for customer service and boosts sales and Brand experience by using advanced sales techniques and appropriate elements of the adidas customer service model. Guides and trains team members on basic core and seasonal product knowledge. Uses advanced category expertise and enthusiasm for the Brand to drive sales and customer loyalty. Understand customer expectations and coaches team to meet or exceed them at all times. Actively supervises and coordinates team to ensure all customers receive the highest level of service. Actively collaborates and shares best practices to drive store team performance. Supports the recruitment, onboarding, training and development of the store team. Communicates a desire to learn and seizes all available opportunities to drive own development and increase performance.

## Education



### **Jaipur National University**

Bachelor of Business Administration - BBA, Retailing and Retail Operations

2018 – 2021

### **2019 Punjab School Education Board**

Intermediate, Art/Art Studies, General

2006 – 2009