

Sunil Kumar Ellath

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Business Development – Sales & Marketing – Key Account & Van Sales Management

ABRIDGEMENT

Achieving a suitable opportunity where I can utilize my knowledge gained in the field of Sales/Collections/Customer service/Administration from various organizations to enhance the growth of my career and the development of my organization.

Sales, Marketing and Admin personal with **14 years** of experience in **Qatar, Oman & UAE** and **8 years** in **India**, affluent in team management and a competent Business Developer.

Core Competencies entail

- Business Development
- Relationship Management
- Collections & Recovery
- Training & Development
- Man Management
- Market Intelligence
- Policy Implementation

Internal Certification

- Appraisal Training
- NATIONAL TRAINING INSTITUTE LLC
- Negotiation Skills Training
- KANTAR Retail
- Presentation Skills Training
- KANTAR Retail

SCHOLASTIC

- ↗ Bachelor of Commerce from Calicut University in 1998

IT SKILLS

- ↗ Knowledge of computer operations
- ↗ Applications including Windows, Microsoft Word, Excel, Power Point.
- ↗ HHT operations.

CAREER HIGHLIGHTS

From April 2022 to March 2023

Marakez Trading

Sales Manager

- ↗ Managing a team of 18 Sales Staffs & 12 Merchandisers for the smooth supply & distribution of **Frozen, Dry foods, Commodities & Beverages** to various Hypermarkets, Supermarkets & Groceries on a structured journey plan.
- ↗ Thorough follow up with sales team for enhancing daily, weekly, and monthly achievement of volume target and credit collection.
- ↗ Market visits to outlets along with sales team to strengthen the activities.
- ↗ Analyzing KPI's like numeric and volume weighted distribution, stock holdings with the help of well-designed software.
- ↗ Periodical formulation and communication of Monthly Activity, Competition activity and KPI's to Top Management.
- ↗ Business development through maintenance of good retailer relationship.
- ↗ Motivating team with regular coaching sessions and updating of products and trends.
- ↗ Responsible for Budget preparation and implementation of promotional activities & Trade Offers
- ↗ Implement organization's business development strategy, and identifying new business opportunities, maintaining key relationships, negotiating, and closing business deals.
- ↗ Expand Distribution, Promo Planning & Implementation, Planning Sampling Activity.
- ↗ Pursuing sales leads and prospective clients, building client relationships, delivering. Presentations and proposals, maintaining extensive knowledge of current market conditions
- ↗ Monitor Outlet wise service quality levels to achieve appropriate levels.
- ↗ To ensure that required display has been provided for each brand/product as per the directions from the respective principals.

- ✎ To ensure the proper reporting by the merchandisers regarding the availability / non availability for various products and keep the principals informed on the movements of the promotional items which was displayed.
- ✎ Sending reports to the principals regarding the outlet-by-outlet movement of the product and other promotions been organized like tasting promotion, special short time displays in the main areas.
- ✎ Planning the product launch in the respective supermarket, for that organizing the merchandisers to ensure that proper push has been given to the product on time-to-time bases.
- ✎ Coordinate with merchandisers to maximize the effectiveness of the routes planning, ensuring maximum time is spent productively on execution.
- ✎ Conduct regular market visits to ensure compliance of routes and execution standards.
- ✎ Ensure implementation of merchandising and placement guidelines.
- ✎ Continuously seek to increase visible forward stock / share of shelf and points of engagement over and beyond the HO level agreements.
- ✎ Lead the merchandising guidelines development for all categories in cooperation with the brand.
- ✎ Motivate, engage, and develop the team. Identify and lead the delivery of necessary training modules.

From April 2016 to March 2022

Thimar Food Stuff

Sales & Operation Manager

- Direct and coordinate activities of businesses or departments concerned with the sales, and distribution of products.
- Manage staff, preparing work schedules and assigning specific duties.
- Review financial statements, P&L reports, sales and activity reports, and other performance data to measure productivity and goal achievement and to determine areas needing cost reduction and program improvement.
- Establish and implement departmental policies, goals, objectives, and procedures, conferring with board members, organization officials, and staff members, as necessary.
- Determine staffing requirements, and interview, hire and train new employees, or oversee those personnel processes.
- Monitor businesses and agencies to ensure that they efficiently and effectively provide needed services while staying within budgetary limits.
- Oversee activities related to making products or providing services.
- Direct and coordinate organization's financial and budget activities to fund operations, maximize investments, and increase efficiency
- Determine goods and services to be sold, and set prices and credit terms, based on forecasts of customer demand.
- Develop and implement product marketing strategies including advertising campaigns and sales promotions.
- Plan and direct activities such as sales promotions, coordinating with other department heads as required
- Direct non-merchandising departments of businesses, such as advertising and purchasing
- ✎ Managing a team of 14 Sales Staffs & 43 Merchandisers for the smooth supply & distribution of **Frozen & Dryfoods & Beverages** to various Hypermarkets, Supermarkets & Groceries on a structured journey plan.
- ✎ Thorough follow up with sales team for enhancing daily, weekly, and monthly achievement of volume target and credit collection.
- ✎ Market visits to outlets along with sales team to strengthen the activities.
- ✎ Analyzing KPI's like numeric and volume weighted distribution, stock holdings with the help of well-designed software.
- ✎ Periodical formulation and communication of Monthly Activity, Competition activity and KPI's to Top Management.
- ✎ Business development through maintenance of good retailer relationship.
- ✎ Motivating team with regular coaching sessions and updating of products and trends.
- ✎ Responsible for Budget preparation and implementation of promotional activities & Trade Offers
- ✎ Implement organization's business development strategy, and identifying new business opportunities, maintaining key relationships, negotiating, and closing business deals.
- ✎ Expand Distribution, Promo Planning & Implementation, Planning Sampling Activity.
- ✎ Pursuing sales leads and prospective clients, building client relationships, delivering. Presentations and proposals, maintaining extensive knowledge of current market conditions
- ✎ Monitor Outlet wise service quality levels to achieve appropriate levels.
- ✎ To ensure that required display has been provided for each brand/product as per the directions from the respective principals.
- ✎ To ensure the proper reporting by the merchandisers regarding the availability / non availability for various products and keep the principals informed on the movements of the promotional items which was displayed.
- ✎ Sending reports to the principals regarding the outlet-by-outlet movement of the product and other promotions been organized like tasting promotion, special short time displays in the main areas.
- ✎ Planning the product launch in the respective supermarket, for that organizing the merchandisers to ensure that proper push has been given to the product on time-to-time bases.
- ✎ Coordinate with merchandisers to maximize the effectiveness of the routes planning, ensuring maximum time is spent productively on execution.
- ✎ Conduct regular market visits to ensure compliance of routes and execution standards.
- ✎ Ensure implementation of merchandising and placement guidelines.

- ✍ Continuously seek to increase visible forward stock / share of shelf and points of engagement over and beyond the HO level agreements.
- ✍ Lead the merchandising guidelines development for all categories in cooperation with the brand.
- ✍ Motivate, engage, and develop the team. Identify and lead the delivery of necessary training modules.

From March 2014 to March 2016

ARABIAN SUPPLIES

Sales Supervisor



- ✍ Responsible for Van Sales management, Distribution & Marketing of Food, Non-Food & Beverages Agencies, across the region of Qatar, having a coverage of 1840 outlets.
- ✍ Managing an office with 16 sales staffs, 3 route auditors, 16 Merchandisers & 7 stores personals for the smooth supply & distribution of 17 agencies to the outlets on a structured journey plan of weekly visit.
- ✍ Inventory control through adequate stock levels.
- ✍ Thorough follow up with sales team for enhancing daily, weekly, and monthly achievement of volume target and credit collection.
- ✍ Market visits to outlets along with sales team to strengthen the activities.
- ✍ Analyzing KPI's like numeric and volume weighted distribution, stock holdings with the help of well-designed software.
- ✍ Periodical formulation and communication of Monthly Activity, Competition activity and KPI's to HO.
- ✍ Business development through maintenance of good retailer relationship.
- ✍ Motivating team with regular coaching sessions and updating of products and trends.
- ✍ Responsible for Budget preparation and implementation of promotional activities & Trade Offers
- ✍ Responsible for fresh acquisitions, maximizing sales of all products from existing clientele and maintaining high credit quality standards.
- ✍ Implement organization's business development strategy, and identifying new business opportunities, maintaining key relationships, negotiating, and closing business deals.
- ✍ Expand Distribution, Promo Planning & Implementation, Planning Sampling Activity.
- ✍ Pursuing sales leads and prospective clients, building client relationships, delivering. Presentations and proposals, maintaining extensive knowledge of current market conditions.
- ✍ Closes new business deals by coordinating requirements, developing, and negotiating contracts.
- ✍ Market penetration by developing and maintaining good business relationship with key Accounts.
- ✍ Responsibilities included market study for the products offered in given territory, setting up the processes and related admin work.
- ✍ Monitor Outlet wise service quality levels to achieve appropriate levels.

From May 2011 to August 2013

ENHANCE

Territory Distribution Manager

- ✍ Responsible for Van Sales management, Distribution & Marketing of British American Tobacco products across the region of Salalah, the southern part of Oman, in a circle of 500kms and having 25 K/A outlets, 50 Super Markets, 75 Mini Markets & 125 grocery shops
- ✍ Managing an office with 2 sales staffs, 1 trade marketing reps, 2 Merchandisers & 2 stores personals for the smooth supply & distribution of tobacco products to the outlets on a structured journey plan of weekly visit.
- ✍ Inventory control through adequate stock levels.
- ✍ Thorough follow up with sales team for enhancing daily, weekly, and monthly achievement of volume target and credit collection.
- ✍ Market visits to outlets along with sales team to strengthen the activities.
- ✍ Analyzing KPI's like numeric and volume weighted distribution, stock holdings with the help of well-designed software.
- ✍ Periodical formulation and communication of Monthly Activity, Competition activity and KPI's to HO.
- ✍ Business development through maintenance of good retailer relationship.
- ✍ Allocation of Budget on annual rental of display furniture contracts on a yearly basis.

Additional responsibilities

- ✍ Motivating team with regular coaching sessions and updating of products and trends.
- ✍ Responsible for Budget preparation and implementation of sampling & promotional activities of Tobacco brands.

Apr'2008 to Apr2011'	Enhance	Key Accounts Executive
<ul style="list-style-type: none"> ✚ Worked as Sales Executive for the direct distribution of Tobacco products in K/A's channel. ✚ Responsible for the achievement of volume targets, distribution, and collection. ✚ Direct Van Sales of Tobacco products in retail segment/KA through cash and credit system. 		
Dec'07 to Mar'08	C.M.T. Industries, Sharjah UAE- Garment manufacturing and exporting company.	Admin. Officer
<ul style="list-style-type: none"> ✚ Handling clearance formalities at Sharjah Customs for all exports and imports. ✚ Responsible for maintaining leave records for all the 71 employees of the factory Also handle passport renewals, salary preparation and maintaining Overtime (OT) records. ✚ General office administration at the Sharjah Free Zone office. ✚ Handling the procurement function at the factory. ✚ Maintains accounts on Excel and responsible for making payments for the suppliers. 		
Dec' 05 to March' 07	Tata Motors Finance LTD	Manager–Collections
<ul style="list-style-type: none"> ✚ Handling Collection & Recovery of the entire branch covering two districts. ✚ Achieving the Branch Collection Target given by the company. ✚ Maintaining the comfort level in recollecting the monthly installments. ✚ Monitoring activities of the Collection Team. ✚ Handling Hard bucket collection of the branch through collection agencies ✚ Repossession and Disposal. 		
May' 05 to Nov' 05	Mahindra & Mahindra Financial Services LTD	Territory Collection In-Charge
<ul style="list-style-type: none"> ✚ Handling 6 branches of North Kerala. ✚ Traveling across the branch and visiting the O D customers. ✚ Monitoring activities of the Collection Team. ✚ Repossession and Disposal. ✚ Maintaining the OD days and ageing into minimum level. 		
Apr' 04 to May 05	Mahindra & Mahindra Financial Services LTD	Branch In-Charge
<ul style="list-style-type: none"> ✚ Handling, Marketing, Administration and Collection departments. ✚ Keeping good relationship with Vehicle dealers and dealer executive. ✚ Achieving the Branch sales Target given by the company. ✚ Maintaining the comfort level in recollecting the monthly installments. ✚ Monitoring activities of the Sales & Collection Team. ✚ Repossession and Disposal. ✚ Maintaining the OD days and ageing into minimum level 		
July' 02 to Mar' 04	Mahindra & Mahindra Financial Services LTD	Field Officer
<ul style="list-style-type: none"> ✚ Handling Marketing and collection. ✚ Keeping good relationship with Vehicle dealers and dealer executive. ✚ Achieving the Sales Target given by the company. ✚ Achieving the Collection Target given by the company. 		
Commenced carrier (Feb' 99 to Mar' 02) in Coimbatore Auto Industries Ltd (Dealers of Mahindra Tractors) as a Sales Officer		

Personal Data

- Nationality : Indian.
- Date of Birth : 26-January-1978.
- Marital Status : Married.
- Languages Known : English, Hindi, Malayalam, Tamil & Arabic.
- **Passport/Visa Details**
 - ⊕ Passport No : X 6575305
 - ⊕ Place of Issue : Kozhikode
 - ⊕ Date of Issue : 03, March 2023
 - ⊕ Date of Expiry : 02 March 2033
- **Personal Skills**
 -
 - ⊕ Good Communication, Computer Proficient, Team Worker, Social Attitude, Sincere & Hard working.

Holding Valid Oman, Qatar & Indian Driving License