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| **Retheev** **E-mail:** ratheev.12520@2freemail.com  |  |
| **SALES MANAGEMENT PROFESSIONAL – FMCG Industry** |
| Innovative and results oriented sales management professional with over two decades of proven work experience with focus on the FMCG industry. A fast track achiever with experience in handling Modern trade and Traditional trade channels, continuously searching for innovative & profitable solutions to increase revenue, profits and market share through understanding customers’ insights and implementing of sales program. Core competencies in sales management, business development, planning, distribution management & development, and supply chain management. Seeks a challenging Sales management profile within FMCG industry to utilize gained expertise, market knowledge and network of contacts.  |
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| **STRENGTHS** |
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| * Holds 18 years Sales Experience in Gulf
 | * Excellent Modern Trade Management skills
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| * Market & Business Analysis Competencies
 | * Route Planning & Deployment of Workforce
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| * Distribution Start-up Operations know-how
 | * Vast experience in Traditional Trade Channel
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| * Product Launching & Re-launch competencies
 | * Team Leadership, Training & Development
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| * Supply chain Management skills
 | * Export Sales Management Skills
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| **CAREER PROGRESSION** |
| **Sales Manager Jan 2015 to Till date**MAClines General Trading LLC,Dubai,UAE.*Brand owner and distributor of “Qzeen” brand Rice, Cakes & Pasta* **Area Sales & Supply Chain Manager Jan 2013- Jan 2015** International Food Network, PB 111696,Duabi, UAEIFN is SIDRA LLC’s (Dubai based holding company) newest initiative, envisions having a strong foothold in the farming and food products sectors. IFN’s activities comprise mainly of fresh farm produce, farm management and fresh Produce marketing.  |
| **Sales Manager** |  **Mar 2008 – Dec 2012** |
| Riddhi Siddhi General Trading LLC, Dubai, U.A.E. |  |
| *An FMCG company having distributorship of “Parle” biscuits, “Nadira” Basmati Rice, “Nilons” pickles, “Jabsons” peanuts, “Frooti” juices etc.* |
| **Sales Supervisor** | **Sept 2004 – Feb 2008** |
| **Key Account Executive** | **Dec 2000 – Aug 2004** |
| **Van Sales Representative** | **Oct 1998 – Dec 2000**  |
| Tiffany Foods Ltd., Sharjah, U.A.E.*A leading manufacturer and distributor of biscuits, wafers, snacks, confectionery, chocolates, cakes, beverages, pasta & noodles.* |
| **Club In-charge**, Emirates Snooker Center, Dubai, UAE | **Aug 1995 – Oct 1998** |
| **Sales Representative**, Prosperity Marketing Services P. Ltd, Mysore, India*Marketing Agents of “Cycle Brand” Agarbathies* | **Apr 1994 – Jul 1995** |
| **Sales Representative**, Vyshali Marketing Company, Mysore, India | **Feb 1990– Apr 1994** |
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| **AREAS OF EXPERTISE** |
| **Sales & Marketing Management*** Expertise in providing strategic and systematic approach on sales and marketing of growing business organizations - FMCG industry in particular.
* Manage responsibilities about effective business planning, implementation, supervision and considering corrective actions to stay ahead of competitive markets.
* Negotiate business dealings with local or international clientele besides strengthening client support, service as well as business operations while developing contacts with key accounts.
* Understand the prevailing market trends and issues; analyze its impact towards the business in long run and further devise strategies to oppose any possible business threat.
* Search and develop new business from market and set up solutions that meet client needs.
* Scan the market and get brief with competitors, their product pricing and customer service dealing to adapt their style or change company procedure to remain competitive.
* Be an active participant in any trade shows, exhibitions, offers or product launches to promote company products, simplify penetration of market and increase market share.
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| **WORK PROFILE & ACCOMPLISHMENTS** |
| ***Sales Manager****, MAClines General Trading LLC.** Responsible for UAE local and GCC export sales.
* Operating with a team of 30 consists of sales and logistics staff.

***Achievements**** Successful launch of “Qzeen” brand products in GCC market.
* Instrumental in appointing distributors in Various GCC countries
* Achieved break even sales (Traditional trade) within 6 months of launching of Qzeen brand

***Area Sales& Supply chain Manager,*** *International Food network LLC** Responsible for achieving sales and collection Targets from Union cooperative and Emirates Cooperative Society group outlets and traditional trade routes.
* Overseeing a business of 2.00 Million per month and handling supply chain operation of more than 9 Million businesses per month.
* Managing 12 sales and 30 supply chain personals.

***Achievements**** Achieved a sale of AED 12.8 million against a target of 10 Million during Jan-July 2014
* Efficiently managed inbound logistics more than 75 containers/Month imported from different parts of the world.
* Reduced damage disposal from 2.25% to 0.62% of total sales volume by continuous monitoring and timely actions
* Generated an additional income of 160 K by renting out spare capacity of cold store
* Reduced out bound logistics cost to AED 0.20 per Kg
* Instrumental in Obtaining HACCP certification.

***Sales Manager,*** *Riddhi Siddhi General Trading LLC** Responsible for achieving profitable sales volume, business development initiatives, visibility, distribution and market share objectives, demand forecasting, efficient management of trade marketing budget, accounts receivable.
* Overseeing a business of more than AED 2 Million per month from Traditional trade & Modern trade channels.
* Reporting to GM and directly managing a team of 30 sales personal of various levels spread over Modern trade and Traditional trade.
* Monitoring daily warehouse activities, Dubai Municipality Food Control department transactions like label approval and registration, food import requests, consignment inspection, promotion permissions etc.
* Managing relationship with Key accounts effectively through central decision makers/buyers.
* Negotiating and finalizing the annual trade agreements, rebates, displays, listing, promotions and in store activities
* Review of past year sales, Growth rebates, display expenses, promotions etc for a more favorable BDA of current year.
* Analyzing, tracking and reviewing the competitor activities in the market and planning actions to maintain market share.
* Developing and implementing promotions and trade deals, determining price schedules and discount rates.
* Ensuring effectiveness of distribution in terms of availability and visibility of all brands and all packs in every outlet at all times.
* Developing monthly working and action plans as means to achieve the sales and collection targets through sales team.
* Conducting weekly review meetings with Sales Supervisors and Field Staff on performance and operations.
* Safeguarding all the assets of the company provided to staff in the best interest of the business.

***Achievements:**** Achieved a sale of AED 26 M against target of AED 24 M in 2012.
* Company registered as a supplier of Major Key accounts like Lulus, Union Coop, and Emirates coop in2012.
* Successfully launched Himalayan Crown Rice in modern trade and traditional trade channels.
* Planned successful unique promotions during launch. ( Rice+ Food storage Container)
* Successfully conducted BTL activities such as merchandising drive, sampling activities by office and warehouse staff which increased brand awareness and consumer base.
* Increased sales of “Parle” biscuits by 40% from AED 0.6M to AED 1M per month.
* Achieved distribution reach of 5000 outlets for Parle products in 2012.
* Instrumental in bringing the company to break even sales of AED1.5 M per month in 2011.
* Reduced fuel / vehicle maintenance expenses by 20% by adopting log control system and GPRS enabled tracking system.
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| * Route Planning and deployment of van salesmen for entire UAE. Established a strong team of 10 sales personnel.
* Brought all traditional trade van routes to break even sales of AED 40 K from AED 20 K within6 months by increasing distribution to 4000 outlets with a focused approach to each salesman’s area by doing a weekly review till target achievement.
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| ***Cont’d…**** Surpassed problem of delayed recovery of account receivables through identifying root cause as dumping of stocks to groceries and lack of follow ups. Also set up minimum and maximum drop size to groceries and ensured regular visits to customers by following route plan.
* Implemented credit control policy and kept the trade outstanding well under control.
* Adopted an investigation system to reduce possible fraud by ensuring that customers are visited and by checking invoices / credit balance and van stocks.
* Reduced market return to 2% by implementing stock rotation policy.
* Developed sales presenter folder to help sales team for focused sales approach.

***Sales Supervisor,*** *Tiffany Foods Ltd.*Handled Modern Trade outlets in Abu Dhabi 2004- 2006 -(Abu Dhabi Co operative Society,Carrefour,Lulu,KM Trading,Choithrams,AbuDhabi Duty Free.)Handled Traditional Trade & Modern Trade Outlets in Fujairah -2006-2008.* Increased sales value from AED 3600 K to 5000 K PM in Fujairah (2006 vs. 2007)
* Increased direct distribution to 600 outlets by adding 175 new outlets in Fujairah.
* Achieved highest growth in biscuits and snacks categories in 2007.
* Successfully launched new products and increased availability and visibility across the market.
* Reduced market returns to 0.40% of total turnover.
* Increased sales value from 4800 k to 6300 k in Abu Dhabi (2004 vs 05).
* Increased AD Coop sales from 1.72 M to 2.10 M (115 % of annual target).
* Biscuits category growth of 35% in year 2005.
* Implementation of Presales system to Traditional trade
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| ***Key Account Executive,*** *Tiffany Foods Ltd.** Successfully handled six categories, namely biscuits, confectionaries, snacks, beverages, cakes & pasta.
* Executed sales promotions and trade deals with active involvement in launching operations of new products.
* Received outstanding performance award in Key Account Management in 2003.
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| **EDUCATION – TRAINING**  |
| **Bachelor of Commerce,** Calicut University, Kerala, India (1989)Completed Supervisory skills training conducted by Ascent Training & DevelopmentCertified Intl. Supply chain Professional-2014(IPSCMI, USA) |
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|  **PERSONAL DETAILS** |
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| Nationality | : | Indian |
| Date of Birth | : | 30th May 1967 |
| Marital Status | :  | Married |
| Visa Status | :  | Employment Visa |
| Driving License | : | UAE Light Vehicle |
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