# Sandeep Raheja – CV No. 2011476

General Manager at York Furnishing Fabrics Dubai, United Arab Emirates

## Contact Information

Address: , Dubai, U.A.E

P. O. Box: 215149

## Target Job

Target Job Title: Executive Director, Chief Executive Officer, Chief Operating Officer

Career Level: Senior Executive (President, CEO)

Target Job Location: UAE, Dubai

**Career Objective**: An achievement-driven person with rich experience in business planning and development, strategic management, annual planning, budgeting and operational control. Highly proficient in sales management processes, market research, demand analysis, sales forecasting, market expansion, product development, customer relationship management. Well versed with sales performance review, feedback, counseling, mentoring, performance appraisal and salary administration. Fully acquainted with market dynamics of textile furnishing business in Dubai, Sharjah, North Emirates, Russia and Africa with controlled aggression in market expansion in highly competitive markets. Looking for a challenging top management position with an organization of repute to utilize knowledge and experience in growth and expansion of business.

Target Industry: Retail/Wholesale; Merchandising; Management; FMCG; Textiles

Employment Type: Employee

Employment Status: Full time

Notice Period: 1 month or less

## Personal Information

Birth Date: 13 February 1974 (Age: 41)

Gender: Male

Nationality: India

Residence Country: Dubai, United Arab Emirates

Visa Status: Residency Visa (Transferable)

Marital Status: Married

Number of Dependents: 1

## Experience (20 Years, 2 Months)

## General Manager

**Location:** Dubai, United Arab Emirates   
**Company Industry:** Textiles  
**Job Role:** Management  
  
**Designation Chronology**   
• November 2008 - Present, General Manager   
• May 2002 - October 2008, Sales Manager   
• August 1996 - April 2002, Sales Executive   
  
**Highlights**   
• Built robust processes and systems to manage and grow the wholesale business network in United Arab Emirates and Russia.   
• Developed a network of 50 dealers in Africa from zero-base within a short time span of one year.   
• Achieved sales turnover increase in Russia by 200% by increasing number of clients in Russia through cultural integration initiatives.   
• Strengthened the YORK distributor network in Dubai, Sharjah and Northern Emirates and increased the distributor headcount from 200 in 1996 to 500 in 2015.   
• Led, directed and effectively guided a team of 10 Sales Managers and 25 administrative staff spread across vast geographical regions.   
  
**Key Responsibilities as General Manager**   
**Strategic Business Management**   
• Study market scenario, market size, market trends, growth opportunities, market share, competitors, their products, prices, strengths, weaknesses and formulate short and long terms business goals and strategies.   
• Present business goals, objectives, marketing plans and strategies, sales and profitability targets to the top management, and moderate, rework and finalise the plan after approval.   
• Work out detailed plan with managers, executives, employees breaking down the overall plan into area and product wise plan with employee level KPI for achieving overall target.   
• Prepare and present capital expenditure and revenue expenditure budgets and resource requirements to achieve planned targets and obtain top management approval.   
• Determine investment and funding requirements to meet the planned targets and seek management approval for internal/ external funding and investments.   
**Human Resource Management**   
• Organize recruitment, training and development of manpower as per approved manpower plan to achieve business targets.   
• Review performance of employees on an ongoing basis to ensure that they are performing as per targets, maintaining the quality of work, coach and guide them for midway course correction.   
• Conduct periodic performance appraisal and feedback of employees, administer rewards and promotions to good performers and counsel or recommend appropriate action for non-performers.

**Sales and Operations Management**   
• Decide on monthly production plan along with the managers and executives and ensure that the products are delivered on time to the respective distributors.   
• Monitor and review monthly sale, market prices, and stocks with the distributors and the sales team, revise selling prices and moderate credit terms from time to time with top management approval.   
• Review monthly expenditure, sales revenue, profit with reference to plan and budgets and analyze variance for corrective action in areas for cost controls and increase in revenue.   
• Maintain overall control of logistics operations to ensure that there are no operational bottlenecks, ensure on-time delivery of products and keep overheads under control.   
• Identify, source and select merchandising requirements and conduct negotiation and finalize products and prices.   
• Locate potential distributors in new territories for expansion of business, restructure existing facilities to attract more customers and rationalize systems and procedures to boost sales revenues.   
• Interact with existing distributors and agencies to assess their performance, cost management and growth prospects.   
• Implement marketing and product strategies, plan and organize advertisements and sales promotion campaigns and activities.   
• Nurture and develop long term cordial business relationship with all customers, suppliers and other business partners.   
• Ensure compliance with company’s policies and procedures while dealing with business partners and trade associates.   
• Prioritize plans and work schedules of managers and employees in order to achieve business goals and targets.

Bachelor's degree, Commerce

at Bangalore University  
**Location:** Bengaluru, India   
**Completion Date :** April 1996

## Skills

* Business Planning, Strategic Management, Business Development
* Annual Planning, Budgeting, Budgetary Control
* Market Research, Forecasting, Demand Analysis
* Sales Management, Sales Promotion, Customer Relations
* Sales Performance Analysis, Performance Review, Incentive Planning
* Sales Order Management, Order Execution, Realization of Payment
* Merchandising, Sourcing, Negotiation
* Trade Partner Development, Market Development, Product Launching
* Leadership, Team Management, Communication
* Performance Appraisal, Performance Feedback, Counselling
* Salary Administration, Incentive Planning

## Languages

### English, Hindi, Russian, Arabic

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| **Sandeep Raheja – CV No 2011476**  To interview this candidate, please send your company name, vacancy, and salary offered details along with this or other CV Reference Numbers that you may have short listed from <http://www.gulfjobseeker.com/employer/cvdatabasepaid.php>  addressing to HR Consultant on email: [cvcontacts@gulfjobseekers.com](mailto:cvcontacts@gulfjobseekers.com)  We will contact the candidate first to ensure their availability for your job  and send you the quotation for our HR Consulting Fees. |