

**Biju**

[Biju.348912@2freemail.com](mailto:Biju.348912@2freemail.com)

**PROFILE SUMMARY**

* A result oriented and top performance professional with over **12 years**of successin generating and executing innovative ideas to continually expand market shares for leading companies in**UAE / INDIA** dealing in **FMCG** Products.
* In – depth understanding of business processes and structured methodologies practiced in **FMCG** industry especially covering the length and breadth of **UAE** markets.
* Strategic implementation of turnaround strategies targeting revenue generation, market expansion and client acquisition and retention. A keen planner with proven abilities in devising strategies to augment business with multiple locations, streamline distribution networks, promote products for business excellence.
* Ability to influence, motivate and lead people - staff, prospects customers - through effective communication and personal interaction skills.
* Ability to support & sustain a positive work environment that fosters team performance with strong communication; relationship management skills.

PROFESSIONAL EXPERIENCE

****BaqerMohebiEnterprise – FEB 2013 - Nov 2016(3 Yrs& 11 Months)

Territory Sales Supervisor (Britannia&Nutro - Brand)

Abu Dhabi & Al Ain

Managing the total business of **Abu Dhabi & Al Ain worth *22 MM Dhs***with team compromises of **2 Key Account Executives, 4 Traditional Trade Executives, and 29 Merchandisers**

Reporting to ***National Sales Manager*** *- Dubai HQ*

***Key Highlights in BaqerMohebi Enterprises***

* *Growing at the rate of 5****%*** *OLY (****2015 Vs 2016****)*
* *Achieved* ***22% Growth in 2014 vs. 2015*** *against* ***15 %*** *Brand growth.*
* *Increased the* ***NUM DISTRIBUTION*** *from* ***78% to 84%***
* *Increased the* ***WTD DISTRIBUTION from 92% to 96 %***
* *Won incentive trip to Mumbai – India for* ***BRITANNIA FILM FARE AWARD*** *in the month of December 2015 for achieving* ***20% Growth OLY****.*
* *Ensured timely achievement of all other KPI like* ***LISTING, VISIBILITY Corrections****,* ***and Increasing SHARE OF SPACE etc.***

**Role:**

* Conducting strategic meetings and reviewing business with buyers & purchase managers of key retailers like **Carrefour, EMKE Group, ADCOOP’s, KM Trading, Fresh N More Group, Fatima Group, Allam Group**&**Self – Service Outlets,**
* Key Account **BDA** negotiations.
* Ensuring **Weighted & Numerical** distribution to expand the regime of product portfolios.
* Plan investments in top accounts & arrive at the right mix of **Space hiring, Promotions Activations** to maximize **ROI.**
* Drive team to achieve **Category Growth, Effective Coverage of Core brands, and Attain Share of Shelf ahead of market share** for a faster sales growth in each key account.
* Organising weekly sales meeting with **Sales Team** for reviewing the on-going monthly **Activities/ Achievements** and plans for balance to go (BTG).
* Daily market visits to ensure the **Distribution & Visibility** levels executed by sales executive & merchandiser are in line with the company standards.
* Managing and driving the sales team to achieve optimum **Share of Shelf** within the outlet vs. competition and ensuring ***BRITANNIA, NUTRO & BAKERS PRIDE*** products are having **MAX SOS** in the category.
* Ensure the timely and effective implementation of the agreed category leadership display initiatives through the Head Office Agreements.

Al Seer Trading LLC - OCT-2010 to DEC-2012(2 Years & 2 Months)

****Key Account Executive

Abu Dhabi - UAE.

Responsible for enhancing profitability, sales, and market share through the implementation of strategic and tactical sales plans for promoting the sales of **FMCG BRANDS like MARICO-Parachute Hair Cream, Hair Oil, and Edible Oil, MODASH-Ceres Juice CAMALINO-Olive Oil, MEHRAN Rice, LIPOVITAN Energy Drink, WIPRO-Santoor Soaps, Talcum Powder & Hand wash.**

Territory of **Abu Dhabi** through Key Accounts – **ADCOOP/ LULU / Carrefour/ KM Trading Group/Fathima Group / Spinneys&Allam Group.**

Reporting to **Sales Manager**

**Key Highlights in Al SeerTrading**

* Growth Shown **22% OLY**.(2011 vs2012)
* *Holds the credit of consistently achieving the benchmarks on* ***Visibility Improvements’ Display Corrections Listing, and Targets achievements*** *etc*.
* *Have been appointed as champion for* ***Carrefour, ADCOOP & KM Trading***to handle issues pertaining to sales operations

**Role:**

* Responsible in raising standards of sales and distribution in line with the senior management’s annual growth plan.
* Managing a team of 6Merchandisers.
* Drive the sales and distribution target for the set of assigned agencies
* Conducting strategic meeting and reviewing business with buyers, purchase managers of Key Retailers like **ADCOOP, LULU, Carrefour, KM Trading, Fathima Group, Allam Group &Spinney’s.**
* Negotiate with purchase managers on space, promotions, price increases and new listings etc.
* Ensure the availability of all SKU’s in all assigned outlets. Monitor availability of Stock at company warehouse. Manage the expiry, rotation and returns in the market.
* Follow up and ensure delivery of all orders by Logistics Team.
* Conducting weekly sales meeting withMerchandisers.
* Oversee the Merchandising activities to ensure the proper implementation of agency wise planogram and POS, stock rotations &expiry monitoring.

Metro med llc (Dubai & NE) June 2008 to Sept 2010(2 Years & 4 Months)

****Trade Marketing Executive / TEAM LEADER–

Dubai& NE

Responsible for brands like **(1) Kruger Impress Infant Milk / Impress Baby Tea(2) DimantSugar free** (**3) Robinson Wet Tissues (Hygiene Products) (4) Dentiplus Mouth Wash / Mouth Spray(5) Baby Sense: Baby Powder / Baby lotion / Hygienic Hand Gel**

Handling: Dubai / Sharja / Ajman / UMQ & RAK Markets. Account of: **Carrefour, Lulu, Al Manama, Al Maya, RAK National Market,Choitram&Madhina Group.**

* Direct responsibility for achieving distribution target set and agreed with the Management.
* Managing and supervising the merchandisers and sales executives
* Preparation of targets for the sales staff.
* Planning and forecasting the promotions for key Accounts.
* Coordinate with sales team by establishing sales territories, quotas and goals and monitor sales performance.
* Negotiate withKeycustomers on space, promotions, price increases and new listings.
* Drive business growth through maintaining good relationship with the purchase manager, floor manager and shelf boys.
* **Skyrocketed new customer acquisition by adding new customer** to the company’s list thereby accelerating the revenue growth & improved market position of the company.

****Parle Products Pvt ltd (Biscuits) - July 2005 to June 2008(3 Years & 5 Months) Territory Sales Officer - INDIA

* Responsible for primary and secondary volume achievements of eight distributors.
* Responsible for Sales forecasting & ensure that Distributors have adequate supplies of product and POS at all times.
* Infrastructure management and correction, with a special focus on outlets coverage to ensure high quality retail distribution. Ensure top class merchandising, through a team of merchandisers.
* To ensure availability of all range of products with desired depth at all time in all institutions and self-service outlets.
* To ensure best visibility of our company’s products packs in all Key Accounts & Self Service Outlets.

Coca-Cola India June – 2004 toJune 2005(1 Year)

Interim Sales Executive

* Achieving the ROUTE sales targets given by managers and check the progress vs. plan in frequent periods.
* Organize and control distributor staff (salesmen) to ensure that they are properly motivated and trained to meet all sales calls and they carry out their responsibilities at required standard.
* Develop all necessarily procedures and processes to ensure that the sales force operates efficiently and effectively and achieves all sales objectives.
* Monitor the performance of salesmen and take remedial action when necessary to ensure that sales targets are met.
* Monitor the sales performance of competitors to ensure that the company maintains and develops its competitive position.

**Academic Achievements:**

* ***Master of Business Administration (MBA)***

Bharathiyar University India (***Pursuing***)

* ***Advance Diploma in Sales & Marketing (ADSM)***

National Institute of Sales–NIS (New Delhi)

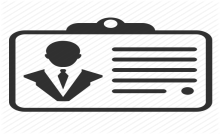
* ***Bachelor of Business Administration*** (BBA)

Chennai University India - 2003

**Technical Skills:**

Proficient in the use of:

***MS-Office (Word /Advanced Excel (Pivot Table &V lookup) / PowerPoint)***



Nationality: ***Indian***

Marital Status: ***Married***

Date of Birth: ***09-12-1981***

Languages: ***English / Hindi/ Malayalam / Tamil / Telugu***

Passport Validity***: 08/12/2020***

Driving licence: ***Having Valid UAE licence.***