

Narendar

Dubai - U.A.E

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**Educational Qualification**

Master of Business Management (Sales & Marketing): Nagpur University, India- 1997

Bachelor Degree (Commerce) : Osmania University, India- 1993

**Profession Experience- 18 years (UAE & Oman-15yrs & India-3 yrs)**

**A.** Category Handled: 1. Beverages: 6 years. (Brands like Coca Cola & Mazza).

2. Commodities: 8 years. (Rice, Spices, Pules, Fats & Edible Oils).

3. Other FMCG: 5 years. (Health Care, Biscuits & Confectionery).

**B**. Business Channels: 1. Modern Trade/Key Accounts (Retail & Bakery).

2. B Class markets (Retails & Bakery).

3. Horeca (Food Service)

**C**. Companies Worked:

Current 1. Farmland Food Product L.L.C: July 2015 To till date

Position **Sales Manager:** Retail & Horeca (Food Service)

2. Al-Maya Trading Company: Sept 2014 To June 2015

Position **Key Accounts Manager (Bakery)**

3. United Foods Company : Oct 2012 To Sept 2014

Position **Asst Manager Sales- Key Accounts (Modern Trade)**

4. Tiffany Foods (Iffco Group): Dec 2010 To Sept 2012.

Position **Junior Manager- Modern Trade**

5. Malsons Trading Company: May 2006 To Nov 2010.-

Position Key Accounts **Supervisor- Modern Trade**

6. Union Beverages Company: May 2003 To April 2006.

Position **Sales Supervisor- Van Sales**

7. Al-Alila Gulf Line Gen.Trdg: April 2000 To Jan 2002.-

Position **Pre**- **Sales Executive**

8. Dabur India Ltd -India : June 1997 To March 2000.-

Position **Sales Officer**

**D.** Market Handling **:** 1. Modern Trade Outlets (Carrefour, Union Coop, Lulu Group, Aswaaq

Shj Coop, Geant Group, Hyper Panda, Al-Maya Choitrams).

2. B Class outlets : Madina group, Grand Group, K.M Trading.

3. Horeca: Abela Catering, 4N catering, Alpha Catering, Food emporium, Chef Middle East, Emirates Flight Catering.

**E. Special Achievements: 1. New Product developed for Carrefour & Other Bakery Section.**

**Product: Bread Improver.**

**2. New product developed for Land Mark Hospitality.**

**Product: Special Shortening for Fast Food Centre.**

**3. New Product developed for major Catering services.**

**Product: Special Oil for Deep Frying.**

**4. New product developed for packing industry.**

**Product: Special kind of used in manufacturing Cartons.**

**Position Responsibilities**

**PRESENT & PAST RESPONSIBILTIES**

* Leading a 20 member’s sales team and ensuring monthly target achievement of 3 million.
* Closely monitoring receivables and redefining credit terms based on volume purchase & Payment.
* Responsible to motivate sales team through Sales Incentive and other motivation factors.
* Minimizing market returns damages and adhering to the policy of less than 1% of the total sale.
* Working with different functional units (finance, HR, Operations, Logistics and Marketing) for delivering optimal results.
* Educating Sales Man & Merchandisers on day to day sales and display tactics and to implement product Plano- Gram and on shelf availability.
* Maintaining cordial relationship with purchase managers, negotiating and closing deals by spending least.
* Achieving growth by adding new products and product visibility & availability.
* Responsible of selection and recruitment of suitable Sales personnel
* Responsible for staying current on competitive analyses and understanding differentiators between the company and its competitors.
* Introducing New Products as per customer requirement.
* Working closely with R & D dept and Quality Control for New Product Development.
* Approaching industries that are in Manufacturing food, Biscuits & other Industries.

**Responsibilities- Handled In Indian Market**

* Handled 15 distributors in Andhra Pradesh
* Reporting to Regional Sales Manager.
* Working closing with R.S.M to achieve company business objective and reporting him day to day market activities and update competitor’s activities and suggesting the idea to meet the sales objectives.
* Responsible to work towards company business objectives.
* Responsible for achieving primary sales target and Collection through distributors.
* Supporting Distributors for product visibility and availability in the retail outlets.
* Motivating Distributor and Sales staff handling company product.
* Responsible for expansion of product range through market coverage.
* Responsible for New market expansion by appointing new distributors.
* Co-coordinating with marketing dept for market research and new product development.
* Working closing with distributor to promote company brand and other marketing activities.

**Language**

Fluent in English, Hindi, Telugu, Marathi and Kannada (written & spoken)

Speak: English, Arabic, Hindi, Telugu, Malayalam, and Marathi.

Write: English, Hindi, Marathi.

**Personal Information**

Gender : Male

Nationality : Indian

Civil Status : Married

Visa Status : Employment

Driving license : Valid UAE DL

Religion : Hindu

**References**

Are available upon request.