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**Fayis**

**E-mail:** fayis.374375@2freemail.com

**SALES & MARKETING Consumer & Industrial Buying Behavior**

**PROFESSIONAL CONSPECTUS**

# 3 years of experience in Marketing, Product &Sales Management.

# Key Expertise in Product & Marketing Management, Managing Product life Cycle, Product gap analysis, New Product Development, Suggesting Schemes & Promotional Ideas, POP / POSM management.

# Good Academic Record

**AREAS OF EXPERTISE**

***Product / Marketing Management***

* Market Survey / Product Gap Analysis
* Product Life Cycle Analysis
* Competitor product & price positioning analysis & implementing pricing strategies
* Co-ordination with R & D Team for New Product Developments
* Estimation on Market Size, Market Share & Segment Share Planning
* Catalogue & Marketing POP developments
* Work closely among the sales team to increase sales tools and guidance

**CAREER PRECIS**

**Company’s Name : Beeran Kutty General Trading LLC, Dubai (FMCG)**

**Post : Sales Executive**

**Duration : May ’15 to July ’17**

* Product Gap Analysis
* Direct all the aspects of product marketing strategy
* Catalogue & Marketing POP developments / Enhancing Sales Tools
* New product development and launch
* Competitor product& price positioning analysis
* Suggested & Implemented new review system for periodical review of Sales Team
* Manage all activities relating to marketing, promotions and communications

**Company’s Name : Altret Industries Pvt Ltd, India (Manufactures of Industrial Chemicals)**

**Post : Marketing Trainee**

**Duration : June ’14 to Jan ’15**

* Meeting with industrial clients to generate orders
* Appointing and handling new and existing channel members
* To train customer attenders and dealers
* Responsible for achieving the sales target of assign region
* Preparation of Presentations for special events as Plant Opening Ceremony / Sales Events
* Working with channel partners to promote products
* Visiting customers for Demo/ Technical discussions and resolving complaints
* Keeping track of collection of attributes and follow up with customers, dealers

**SUMMER INTERNSHIP (GUJARAT COOPERATIVE MILK MARKETING FEDERATION-AMUL)**

**Project Title 1:** A Competitive Study of Different FMCG Companies with Respect (Amul) Curd in South Mumbai

* Industry & Market-Based Analysis
* Analyzing and identifying current potential competitors
* Competitor Profiling
* Analyze customer’s awareness, satisfaction, expectations, and attitudes towards AMUL.
* Assisted marketing team of GCMMF during 3 months of Summer Internship.

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| **SHORT TERM TRAINING – FUTURE GROUP( BIG BAZAAR) MUMBAI** |

* Buying and merchandising process
* Assist ordering and processing of stock
* Slotting fees work
* Dealing with customer complaints
* Assisted Sales head of the Team during one week Training.

 **EDUCATION DOSSIER**

**M.B.A (Marketing)** Mumbai University 2012-2014

**B.Com with Computer Application** Calicut University 2009-2011

**ACADEMIC RECORD**

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|  Degree |  Board/University |  Percentage |  Year |
| M.M.S.  | MUMBAI | 66.30 | 2014 |
| B.Com with CA | CALICUT | 59.00 | 2011 |
| H.S.C. | KERALA | 58.00 | 2008 |
| S.S.C. | KERALA | 64.00 | 2006 |

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| **EXTRACURRICULAR ACTIVITIES** |

* Active participant of placement committee of AIAIMS, Mumbai
* Coordinator of “ Zeal Sports Event ” held at AIAIMS college in 2013
* Won First Prize in Badminton Doubles in keralosavam sports meet
* Won First Prize in Badminton Singles and Doubles in inter-college competition MHSSCOE
* Secured First Prize in Badminton Singles in inter-college competition held by HKIMSR
* Secured Second Prize in volleyball in inter-college completion held by HKIMSR
* Certified By Civil Defence corps for “Defence basic course”

**PERSONAL VITAE**

**Date of Birth :** 29th March 1991

**Marital Status**  **:** Unmarried

**Nationality :** Indian

**Passport No :** M5229519