**PROFESSIONAL** **EXPERIENCE**

**SNAP FITNESS 24\*7 (Dec’14 – Aug'16)**

**Company Profile:** It is an US based Fitness Chain having robust franchise business model with high returns, low capital investment & operational expenses compared to other brands. Snap Fitness offers an affordable high value proposition to its franchise partners and customers.

**Business Development Manager (Reporting to G.M. - Business Development)**

**Key Deliverables:**

* Heading the North & Eastern Territory & responsible for the overall growth of the company through Franchise & Retail
* Selection, Recruitment, Training & Support to Franchisee
* Interaction with HNIs, Area Mapping, Project Monitoring, Pre-Sales Activities Strategizing & Monitoring
* Recruiting & managing the retail sales team and make sure that they achieve month-on-month business to achieve yearly target

**Achievements:**

* Successfully expanded the franchisee Network in the North & Eastern Region in a short span of 20 months
* Recruited 15 Franchisees in just 18 months in the Northern region to take the total tally of franchisees to 75
* Successfully setup 3 Company owned Clubs in Delhi
* Successfully managing and achieving sales target through retail outlets

**CONCRETE UDYOG LTD., Delhi (Apr’14 – Nov’14)**

**Company Profile:** Started their Manufacturing Unit for Concrete Products (Hume Pipes & Poles) in 1980 under the Brand Name of Concrete Udyog has converted into the Limited Company in 2010 and started focusing on the manufacturing of Pre-stressed Concrete Products & taking up Turnkey Projects. Having one of the best Plant for Pre-stressed Concrete Products in India.

**Business Development Manager (Reporting to Director)**

**Key Deliverables:**

* Responsible for Marketing & Liasioning with Municipal, Corporal, Government, PSU’s & Industrial Sectors
* Brand Positioning, Product Presentation, Product Incorporation
* Appointing Channel, Retail & Wholesale and supply Chain management

**Achievements:**

* Was one of the Key Person in bagging the order worth 1200 Cr.
* Successfully incorporated the product specifications in various Govt. Deptts. Thru out the Country
* Successfully managed the supply chain and retail sales

•Business Development, Operations Management, Supply Chain Management, Sales Management, Marketing

•Franchising, Retailing, Project Management, Procurement, Key Account Management, Strategic Planning/Implementation

•Management Reporting, Resource Allocation, Market Research, Competitive Analysis, Negotiations

•Fiscal Management, Proposal Development, Deal Structuring, Formulating Policies/Procedures

•Logistics Planning, Forecasting, Territory Management, Risk Assessment, Cost Control, Crisis Management

•Customer Relationship Management, Multi-Channel Distribution, Promotions, Vendor Relations

•HR Selection, Development & Training, Performance Management, Quality Control, Retention

•Leadership, Team Building, Decision Making, Communication, Measurable Deliverables, Time Management

**KEY** **SKILLS**

[Gaurang.133105@2freemail.com](mailto:Gaurang.133105@2freemail.com)

**Executive** **Milestones:**

• **New Market Development:** Appointed by the Management of Tanclean Pvt. Ltd. to set up its business of Mechanised and Scientific method of Cleaning of Water Tanks and Reservoirs. Created 93 franchisees in the first year of operations to expand its supply-chain and execution capability in the deepest of the territory. Also created an industry of 2billion dollar through retail, Channel and Government sales, where there was no such industry exists.

• **Channel Development & Retail Sales:** Successfully set-up the Retail Outlets of Snap Fitness through Franchise & Company Owned outlets and handled the leasing, structuring (Interiors), Manpower Recruitment, training and retail sales in the given territory.

**OBJECTIVE**

An accomplished professional with 12 years of extensive expertise in business development, sales, marketing, business support and strategic planning of Retail and Franchise Management. Proven track record as a visionary with awareness of multiple industry domains to facilitate development and implementation of strategies targeting market share and customer growth; proficient at full business-unit management with reputation for leading teams towards peak performance; seeking a challenging position to drive realization of business targets with adept management of organizational diversity, while maintaining a firm focus on assured bottom line gains and distinguished company performance.

**FONTUS WATER PVT. LTD., Delhi (Earth Water Group) (Nov’11 – Mar’14)**

**Company Profile:** Established in the year 2000, Fontus Water Pvt Ltd offers complete water & wastewater treatment solutions to the buildings and industrial sector. As a part of the Earth Water Group, Fontus Water is India’s only integrated water solutions company in water and wastewater and is one of the few ISO 9001: 2000 certified companies in this segment in the country.

**Sales Manager (Reporting to G.M.)**

**Key Deliverables:**

* Pioneering Dealer creation, development & support
* Responsible for Direct Marketing & Lessening with Municipal, Corporal, Government, PSU’s, Industrial & MES sectors
* Set up sales & performance targets for the entire Dealers, coaching/ motivating them to achieve performance targets
* Support key growth initiatives through training and organizational development

**Achievements:**

* Successfully expanded the network thru out the Northern Region
* Adjudged Employee of the Quarter as well as Year for the Financial Year 2012 - 2013

**TANCLEAN PVT. LTD., Delhi (Earth Water Group) (Jan’08 – Oct’11)**

**Company Profile:** Besides its Pioneered and Innovative 6 stage process of Mechanized & Scientific cleaning of Water tanks and reservoirs.

**Business Development Manager (Reporting to G.M.)**

**Key Deliverables:**

* Responsible for Franchise creation, development & support
* Responsible for Direct Marketing, Retailing & Lessening with Municipal, Corporal, Government, Industrial & MES sectors
* Responsible for planning and successful implementation of all marketing and promotional strategies
* Set up sales & performance targets for the entire franchisee team through retail sales, coaching/ motivating them to achieve performance targets

**Achievements:**

* Pioneering Franchise creation, development & support. Recruited 93 franchisees single handedly.
* Bagged Tank Cleaning Order worth 12 Cr. from Rajasthan PHEd deptt.
* Promoting and monitoring sales and ensure operational efficiency of 93 franchises all across the North & East India
* Successfully monitored and managed each and every franchise in the retail sales and supported them with the Government orders to make them profitable

**FRANCHISEE INDIA HOLDINGS LTD., Delhi (Jan’06 – Dec’07)**

**Manager – Sales (Reporting to Head – Sales)**

**Key Deliverables:**

* Responsible for Brand Promotion & Enhancement in the form of Franchise Development and Marketing for the Retail Brands and the Mall Developers across India

**Achievements:**

* Successfully organized **“FRANCHISE INDIA”** events (symposium / exposition / awards), the event which have now been termed as Asia’s Largest by the Media and the Corporate’
* Organized Franchise & Retail Opportunities Forum across India, cities covered Kolkata, Jaipur, Chandigarh, Bangalore, Chennai, Hyderabad, Pune etc

**SIFY LTD. Noida (Jul’03 – Aug’04)**

**Franchisee Manager (Reporting to National Head)**

**Achievements:**

* Successfully created 36 Franchisee and established the Franchisee Network in NCR region
* Promoted and monitored the retail sales and ensured operational efficiency of 36 franchises in the NCR region

**RELIANCE INFOCOMM., Delhi (Jun’02 – Jan’03)**

**Management Trainee (Reporting to ASM)**

**Achievements:**

* Played a key role in acquisition of retail space for setting up the company’s telecom infrastructure
* Obtained permission from neighbouring retail space owners for laying point of fibre pit

**EDUCATION**

* **MBA (Marketing)** from I.M.S. Bundelkhand University, Jhansi in 2006
* **BBA (CAM)** from J.S.S.A.T.E., Noida, G.G. S.I.P. University in 2003

•Birth Date: 03 December 1980 (Age: 35) •Gender: Male

•Nationality: India

•Marital Status: Married

•Number of Dependants: 3

•Languages: English and Hindi

**PERSONAL** **INFORMATION**

**GAURANG**

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