

MUKESH KUMAR



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Seeking challenging assignments in Sales & Marketing / Product Development / Retail Operations / Brand Management / Product Promotion with an organisation of repute

PROFESSIONAL SNAPSHOT

☞ A dynamic professional with **over 15 years** of experience in Sales & Marketing, Business Development, Retail Operations, Brand Management, Product Promotion and Client Relationship Management.

☞ **Last assignment with Life Pharmacy as Category Manager - private label, Dubai.**

☞ A strategist cum implementer with recognised proficiency in spearheading operations/ business with an aim to accomplish desired plans and targeted goals successfully.

☞ Expertise in handling all sales & marketing / business development activities, analysing market trends & establishing healthy & prolonged business relations with clients, thereby ensuring higher market share.

☞ Proficient in leading dedicated teams for running successful business operations and experience of developing procedures and service standards for business excellence.

☞ An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving and trouble shooting skills & organisational abilities.

AREAS OF EXPERTISE

Sales and Marketing: Supervising sales and marketing operations for achieving increased growth & top-line profitability. Devising marketing budgets and preparing sales forecast plans. Driving sales initiatives to achieve business goals & managing the frontline sales team to achieve them. Providing guidance and support to the front-line team through target setting and reviewing measures.

Business Development: Identifying and developing potential clients in the targeted markets / industries and sectors ensuring maximum customer satisfaction by providing delivery on time. Exploring markets and collating market intelligence reports for developing key entry strategies to penetrate new markets. Planning and implementing strategies to manage receivables as per company's credit norms.

Brand Management / Product Promotion: Conceptualising, planning & organising brand development and promotion activities by developing communication mix and new strategies for brand. Creating & executing various communication tools for Branding & Promotions for various products. Framing strategies for establishing greater awareness about company & its products. Building brand focus in conjunction with operational requirements.

Relationship Management / Team Management: Providing direction, motivation & training to the field sales team for ensuring optimum performance for all operational sales related issues. Mapping client's requirements & providing best products to suit their requirements backed up; generating business from existing accounts and achieving profitability & sales growth.

WORK EXPERIENCE

From March'19 till Sept '19 with Life Pharmacy in Dubai, Category Manager - private label, Dubai.

Accountabilities

- ❖ Develop and execute assortment strategy for all sorts of Medical devices, Personal care, Sun care, Derma cosmetics, oral care, manicure & pedicure ETC, for Private label brand.
- ❖ Product selection, Purchase and negotiation with vendors in china, Taiwan, Europe, Korea.
- ❖ Partner with Creative team to facilitate Artwork for packaging.
- ❖ Examine pricing strategy and product offerings among competitors.
- ❖ Stock replenishment, new product ordering for private label.
- ❖ Co-ordinating with suppliers for new product line.
- ❖ Preparing a complete roadmap for private label assortment.

From Aug'13 till Feb'19 with SHARAF DG in Dubai, Merchandising Manager - private label, Dubai.

*Accountabilities

- *Develop and execute assortment strategy for Private label product.
- *Product selection, Purchase and negotiation with vendors in china, Taiwan, France, India.
- *Partner with Creative team to facilitate catalogue and internet POD creation.
- *Analyse sales performance and trends providing guidance to the Inventory team.
- *Examine pricing strategy and product offerings among competitors.
- *Support private label product development and sales strategy.
- *Stock replenishment, new product ordering for private label.
- *Co-ordinating with suppliers for new product line.
- *Making MIS for monthly target, achievement, category performance along with competitor's analysis.
- *Having Check for visuals and Display planogram
- *Maintaining proper stock level, motivating staffs, training them for delivering proper customer service.
- *Rolling out promotion and incentives in stores to enhance the sale.
- *Monitoring close link between brand mix and sale.
- *Participating in events like DSF, Gitex, in store activities to promote the Private Label.

Feb'13 – JULY'13 with NOKIA, As Field Force Head (sales).

Accountabilities

- ✧ Handling the field force in designated area
- ✧ Closely interacting with concerned Nokia ASMs, RSMs and other senior officers of our client, Nokia
- ✧ Set all processes and systems to work efficiently as per Nokia /TMI specifications
- ✧ Work as a bridge between Nokia and Field Force
- ✧ Manage the Sourcing, Training and Deployment Operations for Nokia
- ✧ Consult on new promotional schemes to boost sales of handsets
- ✧ Engage and maintain of good Business relations with the promoters, team leaders, dealer and biz partners
- ✧ To lead, manage, motivate and build a team that is spread across the area
- ✧ Define clearly and execute ground level marketing initiatives
- ✧ Plan for business targets and drive sales across NPD's & Multi brand outlets as per Nokia's requirements

Jan'11- Feb'13 with MTS, Kolkata Senior Specialist (sales) i.e. Area Business Manager.

Accountabilities

- ✧ Heading Modern Trade business for Rest of West Bengal as well as IT-Retail in south Bengal.
- ✧ Coordinating with Head office regarding new proposals and plans.
- ✧ Conducting marketing activities for enhancement of sale.
- ✧ Managing staff, motivating them to push sale and ensure 100% customer satisfaction.

Jul'07-Dec'10 with ESSAR Telecom Retail Ltd. (The Mobile Store), Kolkata as Deputy Area Operations Manager

Accountabilities

- ✧ Handling a chain of Themobilestore in Kolkata.
- ✧ Maintaining proper stock level and negotiating with vendors regarding offers and new plans.
- ✧ Coordinating with Head office regarding new proposals and plans.
- ✧ Conducting 5 store audits to have control on variances.

Attainments

- ✧ Store showed a tremendous growth in terms of ranking from 27th rank to 7th in eastern region.
- ✧ Achieved sales target of Rs. 27 lacs in Tollygunj store which is the highest till now.
- ✧ Launched various new products like: Alcatel, Aircel& Virgin.
- ✧ Increased the sales up to 25 %. Handled a team of 52 members.

Jan'06-June'07 with Pantaloons Retail India Ltd., Kolkata as Assistant Department Manager

Accountabilities

- ✧ Maintaining proper stock level, motivating staffs, training them for delivering proper customer service.
- ✧ Negotiating with vendors.

Attainments

- ✧ Made a remarkable growth of 44%. Achieved more than 100%.
- ✧ Twice done circuit breaker with a remarkable growth.
- ✧ Over achieved sales targets of Rs.168 lakh to Rs.172 lakhs.
- ✧ Launched new products like: Fly Mobiles & Ola Junk Jewellery.
- ✧ Followed a policy of giving calls to customers on a frequent basis, making them aware of new schemes so as to increase footfall and hence result in growth.
- ✧ Managed a team of 44 members.
- ✧ Mapped the new markets for Kids& Teens for new product like Ola.

May'00-Apr'04 with Adivasi Stationers, Ranchi as Sales Executive

Accountabilities

- ✧ Negotiating with schools and colleges in Jharkhand and Bihar to collect orders of basic stationery requirement.

Attainments

- ✧ Exceeded sales target from Rs.3.5 lakhs to Rs.8 lakhs within a span of 18 months.
- ✧ Consistently increased sale of 20% for 6 months. Mapped new markets in Bihar & Jharkhand.

ACADEMIA

MBA (International Business-Major Marketing, Brand Management) GIFT, Vizag, in 2006.

B.Com. J.N. College, Ranchi in 2000.

IT PROFICIENCY

- ✧ Conversant with MS-Office Applications (Word2000 / Access / PowerPoint), Outlook and MS Windows (98se and XP).

PERSONAL VITAE

Date of Birth: 16th January, 1978

Present Address: Near karama post office, Karama, Dubai.

Linguistic Abilities: English / Hindi / Bangla

Possess UAE Driving License