

Diljit Kartha

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Dubai. U.A.E.



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Accomplished & agile professional having 16 years of experience across different domains of Business. Being skilled in automotive / retail environment, my capability includes Operations & Development/ BPI (Business Process Improvement), Market Analysis / Account Management / CRM & CS roles. An Effective communicator & fast track achiever in contributing revenue growth & streamlined business operations through innovative planning & implementing sound business practice

**Areas of Expertise**

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| Business Operations & Development | Process Improvement | Market Analysis |
| Digital Marketing | Team Management | CRM / SSI |

**Professional Experience**

**Pineapple Group Consultancy FZE - Dubai | Operations Executive | March 2017- October 2020**.

* Project Management – Drive new projects from concept to implementation by successfully delivering a web-based data bank CWSMP (Client Warehouse System Management Program), a startup on global automotive business solutions. Fostered Clicktyres.com an online digital platform for tire business for ME markets.
* Process Improvement - Engage in DSAS (Dealers Standards Auditing System) based on manufacturer standards for New & CPOV (Certified Pre Owned Vehicles) business, ensure dealers engagement is in process, support training programmers on Sales & CSI. Recommended change in SOPs, conducted process improvement to enable optimum development
* Sales Analysis - - Develop strategy for CPVO business, carry out Network Assessment & Dealers Review. Aim to target practical, manageable solutions whilst maintaining a clear focus on sustainable profitability in all areas of business in New & CPOV.
* Team Management - Coordinate with functional teams, conduct reviews to ensure smooth operational flow along with adherence to various policies and norms.
* Channel Management – Engage in Mystery Shopping, Online Marketing Strategy. Planning and delivery of effective Sales campaigns. Support for dealers to improve professionalism, quality on CSI
* Digital Marketing- Manage vehicle photography team & coordinate with clients’ accordingly. Engage with brand heads to brief media & creative work for respective brands. Streamline inventory & specification for dealers on websites / SSI platforms.
* CRM/CSI – Support ongoing CRM / POS system developments and ensure brand alignment to the overall Automotive CRM strategy.
* Client Management - Successfully managed digital marketing Toyota, Honda, CJDR, Lexus, Cadillac, & Chevrolet. Dealers Standards Auditing for Cadillac. CSI Training for Cadillac & Sixth Rent A Car.

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**Union Motors – Dubai | Sales Consultant | August 2016 – January 2017**

* Sales & Development - Sales of Chinese automotive brands GEELY & CHANGAN. Achieve sales target & gross margin. Organize F & I, registration & PDI Procedures. Deliver vehicle with utmost satisfaction.

* Sales Forecasting & Analytics - Prepare monthly sales plan for both brands based on inquiries & marketing response. Ensure that all sales campaigns are maximized and that the business is driving for continual sales improvements.
* Daily Operations - Responsible for showroom operations & ensure proper pricing & specification displayed at all times. Know and understand the federal, state, and local laws which govern retail auto sales.

**Gargash Motors – Dubai | Sales Consultant | October 2015 – July 2016**

* Sales & Product Development - Re-Introduced brands like Alfa Romeo BAIC, GAC, to market leaders i.e.; R-A-C, dealers & exporters. Responsible for entire sales operations for all 3 brands. Facilitating customer financing through auto loan and providing car insurance.
* Operations & Channel Management - Engage with the marketing team to introduce campaigns that help to increase footfall. Prepare DSR for sales-related activities. Ensure SOP is followed at all times. Ensure showroom display is maintained at all times along with specifications to ease customer buying experience. Coordinate with functional teams to conduct reviews to ensure smooth operational flow along with adherence to various policies and norms.
* Branding – Actively engage in various marketing activities ie; Motors shows & special events for U.A.E Armed Forces for product promotion. Ensure vehicles and specification prepared accordingly. Coordinate with logistic for timely delivery of vehicles for events.

**Al Habtoor Motors – Dubai | Sales Consultant (Pre Owned) | April 2013 – May 2015**

* Sales Operations & Revenue - Selling of Multi Brands Pre-owned passenger vehicles. Achieve set Gross margin and Unit sales target. Increase market share through the implementation of strategies. Facilitating customer financing through auto loan and providing car insurance.
* Stock Management - Plan monthly stock requirements, keeping in mind the movement of vehicles. Maintain inventory, monitor stock controls. Source vehicles through various channels like Trade In & Leasing Clients.
* Product Development - Conduct market research, identify requirements for current & future products. Majorly contributed to 360-degree marketing campaign for the promotion of newly introduced Chinese automotive brand CHERRY & JAC during Dubai Motor Show & other events.
* CSI – Customer service and satisfaction levels are managed through strict adherence to sales process, comprehensive customer follow-up and continual improvement, based on customer feedback.

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**Al Futtaim Honda - Dubai | Business Coordinator | February 2010 - September 2012.**

* Daily Operations - Functioning with a 10 member team, preparing sales & service report. Handled corporate clients i.e. Internal Companies, RAC, leasing companies & retail clients. Ensure vehicles are ready as scheduled for delivery / service completed on time.
* Branding Events - Represent the company in different branding activities like trade shows, exhibitions & events. Ensure respective vehicles & specifications are structured. Coordinate with logistic for timely delivery.
* Procurement - Procure parts/accessories & professional service from third party companies. Prepare LPO, update invoices & follow up credit outstanding with creditors & maintain nil overdue.
* CRM - Responsible for Retail CRM / Point of Sale system developments and ensure brand alignment to the overall Automotive CRM strategy. Effectively handled fleet operations of 300 units.

**Al Futtaim Honda – Dubai | Sales Consultant | January 2005 - February 2010**

* Sales & Operations - Achieve unit target & F & I services. Coordinate with functional teams as well as conduct reviews to ensure smooth operational flow along with adherence to various policies and norms.
* Revenue & Payments - Maximize sales, ensure highest conversion ratio by capitalizing on every possible opportunity. Ensuring closure of deals at optimum price levels. Generated revenue of AED 1.8 Million by selling Honda Civic & Accord. Cross sell of in-house F & I solutions, SMC, P.P products. Ensure timely payments are collected from financial institutions before deadline and maintain nil overdue.
* Product Development - Attend training programmers organized by HMC (Honda Motor Company) to maintain product knowledge on current & upcoming models. Self-updated on competitors' campaigns & offers. Engage trade shows & events. Strictly adhere to HMC Sales & Service Standard at all times.
* Branch Operations - Ensure showroom display is maintained at all times with proper specification & offers Maintain VCC and ensuring PDI procedure is completed. Manage logistic to ensure timely execution of orders.
* CRM/ CSI – Ensure vehicle organized as required by customer & deliver with utmost delight. Ensure terms & conditions related to F & I, warranty are completely understood. Maintain CSI score of 80% as per HMC.

**Al Futtaim Watches & Jewelry. – Dubai | Branch In Charge | July 2002- January 2005**

* Store Operations & Management- Manage entire store operations with a team of 8 members to increase sales & efficiency. Ensure apt pricing & information displayed at all times. Accountable for stock management i.e., reordering, merchandising & pricing. Supervising inventory & ensure count schedule is maintained. Update brand managers on performance, aging stocks, & product concerns for timely resolution. Organize external suppliers & merchandise for stocks, POS materials
* Revenue Generation - Exceeded branch target by generating revenue of AED 1.2 Million. Advise management to adopt the promotional strategy for the festive season to increase footfall & sales.
* Team Management - Conduct annual appraisals & performance reviews, organize training for recruits. Support HR during exit interviews. Recommend manpower in anticipation of future needs. Prepare weekly roster & monitor staff attendance.

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#### Global Tele Systems – Mumbai | Senior Client Support Executive |March 2001 - May 2002

* Handled customers for UK & US-based clients (British Telecom, Royal Consulting & Amera Benefit). Making outbound calls, solve customers’ queries/complaints. Update customers with the latest service.
* Handled a team of 10 calling agents, take team briefings, update daily reports on sales/complaints. Ensure all members update the same in the database as per client requirements.
* Monitor calls for quality, recommend the best calls, rate & recommend for training purposes.
* Conduct first round of telephonic interviews, coordinate with the HR team in the selection process.

**Educational Qualification:** - Bachelor of Commerce (University of Bombay) 1996-1999

**Computer Efficiency**

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| * MS Office | * SAP IS Auto |
| * SAP | * Kerridge |

**Trainings Attended**

* Product Training on Honda Civic & Pilot organized by HMC (Honda Motor Company).
* Product & Sales training on JAC Motors organized by JAC Motors.
* Product & Sales training on GAC Motors organized by GAC Motors.
* Brand Training on SEIKO Watches organized by SEIKO WATCH CORPORATION.

**Personal** **Details**:-

Date of Birth : 13th January 1979

Nationality : Indian

Languages known : English, Hindi, Malayalam, Marathi

License : Valid U.A.E driving License

Visa status : Transferable

Reference will be furnished on request

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