



HARDIK ASHAR

SALES, MARKETING AND BUSINESS DEVELOPMENT SUPERVISOR (FMCG)

(Experience of 8+ Years in FMCG Industry - Beauty,
Confectionary, Food and Dairy Industries)

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PROFILE -

8+ Years Of Cross Functional Experience In FMCG Industry In Local And Multinational Leaders In Beauty, Confectionary, Food And Dairy Industry. FLUENT ARABIC SPEAKING.

A Professional With A Proven Track Record Of **Achieving Difficult Targets**, In A Challenging Market Context, **Leading Efficiently Repositioning Projects, New Product Launches And Marketing Plans** With Significant Budgets.

Degree In Business Administration With Considerable Years Of Experience In Different MNC And Developed Diverse **Expertise In Sales**. Recognized For Having **Successfully Obtained Sales Targets And Superb Customer Relations Both In B2B And B2C**.

Specialized In **Budget Management, Sales Data Analysis, Generating Daily Sales Report, Customer Relationships, Negotiations, Monitoring Market Information, Promo Planning, Forecasting, And Mentoring Of Field Functions**.

Accelerated Growth By The Integration Of GAME Plan And Increasing Consumer Pull By 26% In The Previous Organisation.

CORE COMPETENCIES -

Sales Target Management; Channel Sales & Management; Sales Operations, Business Development; Revenue Growth; Key Account Management; Client Relationship Management (CRM); Market Planning & Research; Competitive Analysis, Market Identification & Penetration; Training & Recruiting; Marketing Strategies

CAREER HIGHLIGHTS -

KEY ACCOUNT SUPERVISOR, MULTIPLEX INTERNATIONAL LLC

February'20 – February'21

- **CLIENT'S HANDLED - CARREFOUR, LULU, SPINNEY'S, NESTO**
- **BRAND'S HANDLED - Personal/Oral Care:** Hask, Enfresh, Pearlie White, Cosmo, Eco Fresh, Bio skin care, Cornell's wellness, Dr. Teal's, Inecto, NG Perfumes, Petite Maison, T-Zone Skin Care, Streax, Vasmol. **Color Cosmetics:** Flormar, Wet N Wild. **Food:** Ching's, Chizzpa, Cornitos, Crich, Engine, Nongshim, Smith & Jones, Suhana and Waghbakri.
- **Achieved a growth of 22% in value in 2020, with a saving of 12% in spending.**
- Implemented route-to-market which improved efficiency of sales team, customer service & cut down company expenses.
- Guided the field team to ensure proper off shelves planning and maximizing its profit.
- Managed P&L in steering revenues, expenses towards a healthy financial development.
- Drove sales initiatives, developed strategic, market positioning, and ensured the growth in sales.
- Excelled in key account management, sales management, Marketing Communications, Sales Operations, Operations Management, Business Planning and Lead Generation.
- Generated a sales contact plan via cold-calling, direct marketing, attending industry events to network and build relationships with key prospects.
- Managed overall end-to-end sales processes in various territories, from the initial contact and understanding of the client's needs to the closure on the product/service delivery.
- Ensured territorial growth, mapped business needs, evaluated business potential, identified new profitable products & product lines, tailored a solution using all relevant products and solutions, drawing on expert internal resources.
- Served as the product expert by educating brands and agencies on new and existing products, as well as advising on best practices and bespoke campaign optimizations.
- Ensured the availability of products throughout mass key retailers across the designated areas in the country.
- Identify, explore new markets and tap profitable business opportunities for business development.
- Focused research and analysis about marketplace and competitor activity through industry contacts, publications, trade events & tracking business news.
- Developed effective working relationships with customers through regular meetings, identifying and obtaining further sales and business development opportunities while increasing the count of key accounts.
- Responded to incoming Requests for Information (RFIs), Requests for Proposals (RFPs) while working closely with colleagues to identify common new business prospects and cross-sell integrated services and products.
- Scheduled appointments, designed and delivered pre- sales presentation to prospective clients.

AREA SALES SUPERVISOR, UNIKAI & CO.**October'17 – October'19**

- **CLIENT'S HANDLED – CARREFOUR, LULU, NESTO, SPINNEY'S AND TRADITIONAL TRADE CUSTOMERS.**
- **BRAND'S HANDLED**
 - ✓ **Fresh Category:** Unikai Laban, Milk, Juices, Yoghurt, Delite Cheese, Delite Margarine.
 - ✓ **Frozen Category:** Unikai Ice-cream's, Frozen Green Peas.
 - ✓ **Food Category:** Khushbu 1121 Premium Basmati Rice, Gubaira 1121 Indian Basmati Rice, Al Sadah Indian Basmati Rice, Mumtaz Long Grain Basmati Rice, Mumtaz XXXL premium Basmati Rice, Areej Biryani Rice.
- Adhered to all quality standards and processes for acquisition of new clients while strengthening existing account base and increasing revenues on a monthly and yearly basis.
- Worked with the Group Marketing Team to develop marketing campaigns to support sales strategy; generating new business and raised awareness of other company products.
- Managed and guided a team of 16 van-salesmen in order to grow business and to achieve a dedicated goal.
- Drove and achieved yearly sales target within the assigned territory, in value and product-wise.
- **Merit of achieving 105% month-on-month while being associated with multiple organisations from F&B sector**

SENIOR SALES & MARKETING EXECUTIVE, GAUTAM GENERAL TRADING LLC.**August'15 – October'17**

- **CLIENT'S HANDLED: LULU, NESTO AND B CLASS MARKETS.**
- **BRAND'S HANLED (Rice):** Gautam 1121 Indian Basmati Rice, Gautam Classic Premium Basmati Rice, Asad 1121 Basmati Indian Sella Rice, Jalal XXXL Indian Basmati Rice, Gautam Hena XXL 1121 Indian Basmati Rice, City Bird Long Grain Indian Basmati Rice, Hakim 1121 Indian Basmati Rice, Fiza Indian Long Grain 1121 Basmati Rice, Flamingo XL 1121 Pakistani Basmati Rice, Gautam 1121 Sella Basmati Rice, Hena XXL Indian Sella Basmati Rice, Asad Super Kernel Extra Long Basmati Rice, PRL Ponni Rice, PRL Idly Rice, PRL Indian Sona Masoori Rice, PRL Indian Jeera Kasala Ghee Rice, PRL US Style Parboiled Rice.
- Ensured high level of consumer satisfaction by building and maintaining good relationship with potential customers.
- Strategized to accelerate growth, generate customer loyalty & served retail/ corporate sector customers effectively.
- Drove and achieved yearly sales target within the assigned territory, in value and product-wise.
- Planned & assigned targets into monthly sales and further to daily sales and allocated these targets to all salesmen.
- Implemented strategies/techniques to improve sales of slow-moving products/outlets & boost territorial sales volumes.
- **Managed an increase in key accounts from 13% to 38% in a year**

SALES & MARKETING EXECUTIVE, PRAGJI PURUSHOTTAM & CO.**January'14 – July'15**

- Established and maintained business relations and generated new leads
- Initiated and closed deals

F & B INVENTORY CONTROLLER, AZADEA GROUP CO. LLC**February'13 – January'14**

- Monitored the store's inventory
- Managed a restaurant with a workforce of 12 people

ACCOMPLISHMENTS

- **Certification – Knowledge Management & Resource Sharing – February'2012, Oman**

ACADEMIC CREDENTIALS

- **Bachelor of Business Administration (BBA),** Birla Institute of Technology, Muscat, 2012
- **High School,** Bhartiya Vidya Bhawan, 2008

EXTRA CURRICULAR ACTIVITIES

- **Awarded for the Innovative Concept of a Business Startup Model,** Muscat, 2012
- **Headed the cultural events and logistics,** Muscat, 2012

PERSONAL DETAILS

- **Date of Birth** : 25th September 1989
- **Languages Known** : **ARABIC, English, Hindi, Gujarati**
- **Address** : Dubai, United Arab Emirates
- **Visa Status** : Tourist Visa
- **Marital Status** : Married
- **No. of Dependents** : 0
- **Driving License** : Yes (GCC since 2008)