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**UDHAKAR RAJAR**

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**SUMMARY**



14+Years’ Experience in FMCG (Ambient, Chilled, Frozen, Confectionaries & Non-Food) Business Area Development, Traditional Trading sales, Marketing, Team Management & Training.

# PROFESSIONAL STRENGTH

* Good Knowledge in CRM & MS office.
* Creating a good and professional relationship with clients.
* Good Knowledge in leading A class, B Class & C Class Customers in UAE.

# WORK EXPERIENCES

***1.UAE EXPERIENCES*:**

**October 2018 – Till date as** an **Sales supervisor a**t **Admirals Trading & Anarco Trading LLC(Ambient, Chilled, Frozen, Confectionaries & Non-Food)** in Dubai, UAE.

**Overall Job Responsibilities**:

* Handling Traditional Trade, Whole Sale Market and Food Service Channel (**Dubai, Northern Emirates & Abu Dhabi region).**
* Direct Involvement in Business Development
* Dealing with some major customer in Whole sale Market
* Responsible for New Product Listing, Promotions and Other Market Activities
* Involved in target setting and Budget discussions for the year.
* Forecast the monthly sales based on the product wise to achieve the year target set by the company
* Establish route, Journey plans to ensure all the customers are serviced & Stock list are Must with salesman at any time
* Setting sales targets for individual sales Man and team as a whole
* Managing a team of 10 Sales Man.
* Leading, supervising & controlling the total team
* Review the service levels and sales volume and wastage performance by Area with Sales team.
* Conducting Weekly Meetings with sales team
* Developing sales strategies and setting targets.
* Collecting customer feedback and market research
* Direct Reporting to Sales Manager

**October 2013 – September 2018 as** an **Merchandiser Supervisor a**t **Admirals Trading &**

**Anarco Trading LLC (Ambient, Chilled, Frozen, Confectionaries & Non-Food)** in Dubai, UAE.

**Overall Job Responsibilities:**

* Handling Major Key Accounts (Carrefour, Spinneys, Choithrams, Lulu & Al maya).
* Managing a team of 8 sales Merchandiser
* Providing a sales training about display sales to our merchandisers.
* Setting sales targets for individual sales Merchandiser and team as a whole
* Leading, supervising & controlling the total team to achieve the sales targets
* Conducting Weekly Meetings with Merchandiser
* Responsible for New Product Listing, Promotions and Other Market Activities
* Collecting feedback feedback from Key accounts.
* Direct Reporting to Retail Manager

**October 2008 – September 2013 as** an **Merchandiser with Sales** at **Admirals Trading LLC (Ambient, Chilled, Frozen, Confectionaries & Non-Food)** in Dubai, UAE.

**Overall Job Responsibilities:**

* Checking Customers in and out.
* Displaying the products at our Key Customer’s Outlet(Carrefour, Spinneys, Choithrams, Lulu & Al maya)
* Responsible for Display sales and creating a PO’s from Key accounts.
* Increasing the display visibilities and promotion display.
* Direct Reporting to Retail Manager

***2. KSA EXPERIENCE***:

**November 1999 – May 2004** as a **Sales Man** at **Bin Aziz Building Materials** in Abha Khamis mushait.

**PASSPORT DETAILS**

Passport No : S5822371

Place of Issue : Madurai

# PERSONAL DOSSIER

Father Name : Rajarathinam

Date of Birth : 5th June 1979

Languages Known : English, Tamil, Hindi, Malayalam, Arabic

Nationality : Indian

Marital Status : Married

Additional Qualification: **Holding Valid UAE License**

# DECLARATION

I hereby declare that the above-mentioned information is correct up to my knowledge and

I bear the responsibility for the correctness of the above-mentioned particulars

**Place: Dubai, UAE Yours sincerely,**

# Date: 04/09/2021 Sudhakar Rajarathinam