

# H. Suganya

## **Modern Trade Relationship Manager - Vodafone**

Tiruchchirappalli, Tamil Nadu

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✓ A competent professional with over 4 years of experience in Business Development. Currently associated with Vodafone India at:

- Store operations - Key Account Management - Channel Management
- Price stability - Sales Promotion - Team Management
- P & L Management - Strategy Planning - New Business Development

## Work Experience

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### **Modern Trade Relationship Manager**

Vodafone - Coimbatore, Tamil Nadu

June 2014 to Present

to till)

- ✓ Handling Modern Trade and Top Most Handset Selling outlet from Distribution.
- ✓ Delivering & Delegating Target.
- ✓ Handling Chains and one MT distributor.
- ✓ Handling 5 Team Leaders and more than 90 Promoters.
- ✓ A year back got transferred to Coimbatore from Trichy. At present taking Care of Coimbatore and Salem Modern Trade Business.

The Achievement

- ✓ Achieved Vodafone ICON Award for more than 5 for doing overall performance in Prepaid, Postpaid mobile internet and Dongle SIMS for Trichy.
- ✓ Awarded Vodafone Super Star for more than 7 times.
- ✓ Achieved Best RM Award for the Annual Performance.
- ✓ Won Circle compact (International Trip).
- ✓ More than 3 Promoters Elevated to team leader.

### **Project Associate**

OKS SPAN TECH - Tiruchchirappalli, Tamil Nadu

July 2011 to December 2012

Analysis of data in the following areas:

- ✓ Analysis Profit & Loss A/C
- ✓ Reconciliation of Profit & Loss A/C
- ✓ Analysis Balance Sheet of the company.
- ✓ Analysis Cash Flow Statement.
- ✓ Quality check and Quality Audit.
- ✓ Analysis the company status.
- ✓ Analysis the ultimate controller of the company

## Education

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### **MBA in Mastor of Business Administration**

Bishop Heber College - Tiruchchirappalli, Tamil Nadu

2012 to 2014

### **Bachelor of Business Administration in Business Administration**

Bishop Heber College - Tiruchchirappalli, Tamil Nadu

2008 to 2011

### **Higher Secondary Certificate in Standard XII**

Savitri Vidya Sala Hindu Girls Hr. Sec. School - Tiruchchirappalli, Tamil Nadu

2008

### **Secondary School Certificate in Standard X**

Savitri Vidya Sala Hindu Girls Hr. Sec. School - Bengaluru, Karnataka

2006

### **Certificate**

ANNAI MATHAMMAL SHEELA ENGINEERING COLLEGE - Namakkal, Tamil Nadu

## Skills

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Brand Management (Less than 1 year), Business Operations (Less than 1 year), Channel Management (Less than 1 year), leadership skills (Less than 1 year), market share (Less than 1 year)

## Additional Information

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### AREAS OF EXPERTISE

#### Business Operations/ Marketing

- \* Identify and develop new streams for revenue growth and maintaining relationships with customer's to achieve repeat/ referral business.
- \* Manage Sales & Recovery for respective regions. Conduct competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
- \* Analyze & review the market response/ requirements and communicating the same to the marketing teams for coming up new applications.
- \* Utilize public information and personal network to develop marketing intelligence for generating leads.
- \* Analyze the store operations to increase the revenue and building Team for consistence performance.

- \* Currently handling new business SPO Project which is a corporate initiative.

#### Channel Management

- \* Developing & appointing new business partners to expand product reach in the market & working in close interaction with the dealers and distributors to assist them to promote the product.

- \* Managing Distribution network/ Supply Chain for distributing of goods to the Project sites for achievement of targets within specified parameters.
- \* Managing Man Power agencies for placing Store Executives or Sales Consultants across zones.

#### Brand Management

- \* Build product and brand visibility in shop floor to focus in conjunction with operational requirements.
- \* Ensure maximum brand visibility and capture optimum market shares.

#### KEY SKILLS

- ✓ Able to work independently or in a team environment.
- ✓ Ability to lead the team with diplomacy.
- ✓ Dedicated, Adaptable to varying conditions
- ✓ Interacting with successful, talented, experienced personalities in order to gain knowledge and guidance required to prosper in the field of work and life.
- ✓ Possessing good communication, interpersonal and leadership skills, attitude for hard work, fast learning and grasping ability.
- ✓ Ready to face Challenges and Consequences to solve it.