

RESUME



RAMEES CHATHAN PARAMBATH

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CAREER OBJECTIVE

An Effective communicator with excellent relationship building & interpersonal skills strong analyst call problem solving & Organizational abilities Possess a flexible & detail oriented a mode. Possess excellent communication with exceptional interpersonal problem solving Leadership team building and Presentations skills

WORKING EXPERIENCE

MORE THAN SEVEN YEARS EXPERICNE IN F.M.C.G. IN DOHA QATAR.

- ❖ **Company Name** : ALI BIN ALI EST
- Job Title** : Credit Sales Executive (2017 to 2019)
- Job Title** : Traditional Sales Supervisor (2016 to 2017)
- Job Title** : Van Sales Representative (2012 to 2016)

Brand Distributed: Mondelez Brands (Cadbury, Nabisco, Kraft, Tang, Toblerone, Lu)

RESPONSIBILITIES

Planning_Route structure, processing new customer, Journey plan/Sequence, Resources utilization, Budget, Target.

Processing Distribution, Selling steps, Product portfolio, Margin Order handing, Sales cycle, sku drop size, Asset movement procedure, session endorsement.

Evaluating, Assessment, Daily WTD / MTD / YTD, General Debtors, TC, Wastage & Rewarding.

- ❖ **Sales Volumes and Distribution. Trade Promotion, Stock & cash Flow management & Timely Reporting.**

- ❖ A Supervisor responsible for a group of Sales Reps. being held to accomplish mainly a given task such as: Sales Plans and Targets, Area business growth, Collection targets, proper execution of sales policies and strategies, Key Accounts management, Contracts, Customers Files, properly coaching his team and ensure proper implementation in the field, on-the-job training and guidance, checking market's issues and customers complains, helps Sales Reps to achieve their targets and solve their problems.
- ❖ Merchandising & brand management Ensure execution of merchandising at the points of sales, in line with the policies and approaches as defined by Trade Marketing and Marketing, in order to influence the shoppers choice in favor of the company products
- ❖ To ensure the achievement of volume, revenue, and distribution and market coverage targets.
- ❖ Provides guidance to the team where appropriate, attends visits to monitor staff performance, and takes any required corrective action to ensure maximum sales ability of the team.
- ❖ Analyses sales to information and identifies ways to improve the business.
Develop a relationship with higher management level of key account & initiate discussions at strategic level.
- ❖ Oversees the implementation of agreed marketing plans and negotiates display contracts with customers to agree details such as price, outlet location and merchandising activity. Regularly checks display standards to ensure adherence to Principal requirements
- ❖ Ensuring sales growth Monitor the performance of distributors, retailers & take corrective actions.
Tracking Competitors activities
- ❖ Marketing plans, promotion, research, presentation of plans and responsibilities.
- ❖ Develop and implementing marketing strategy for the organization, planning and handling and analyzing market research.
- ❖ Promotional activities, market specific stalls & promotion in the retail market.
- ❖ Negotiation and Public Relation.

Worked with Muhajireen Trading as a Salesman since 2009 to 2012.

Brand Distributed: Herman (mayonnaise, vinegar, tomato ketchup, oats and semolina). Golda (cream Biscuits, macaroni and vermicelli). Mysam (palm oil and corn oil).

JOB PROFILE.

- Sales forecasting and marketing plans, promotion, product research, presentation of plans and responsibilities.
- Introducing FMCG new Lines in the market to "A" Class & Key Accounts.
- Maintaining continuous stock level in all key accounts.
- Maintaining F.I.F.O of Stock with the increasing levels of visibility.
- Forecasting of Quarterly Sales based on the off take of individual Outlets.
- Committed follow -ups of collection, Outstanding & maintaining age wise analysis.
- Implementation of Plano gram & plan of action.

- Aggressive negotiation skills involving Shelf Rental, Special displays & discounts etc.
- Maintaining high degree of business relationships with retail managers, Shelf boys & Store in charge.
- Commitment in respect to planning, visibility & customer relationship
- Creativity in introducing new & effective product promotion in parallel to market condition & needs

SKILL SET

- Selling : Planning, Market Execution, Backend Management, Merchandising.
- Supervisory skills : Interpersonal Skills, Intra personal Skills, Negotiation Skills, Relationship Management.
- Distribution Management : Distribution Health, Infra structure, Commercial Health, Planning & Analytical.
- Database Management : Volumes, Stocks, Vehicle, Plan Vs Actual, Competition, Accounts.

EDUCATIONAL QUALIFICATION (Academic)

- Diploma in Computer Application
- Diploma in Marine Mechanical Fitter
- Completed my Secondary School Certificate Examination and Higher Secondary School.

ADDITIONAL QUALIFICATIONS

- Working knowledge of MS office- Internet & E-mail.

PERSONAL DETAILS

Full Name	:	Ramees Chathan Parambath
Date of Birth	:	06/02/1987
Marital Status	:	Married
Nationality	:	Indian
Languages Known	:	English, Hindi, Malayalam Tamil and working Knowledge of Arabic
Driving License	:	Qatar/India

I do here by declare that all the above-furnished details are true to my best of knowledge and belief.

Ramees Chathan Parambath