

PRIYARANJAN A R

Business Development Executive

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LICENSE: VALID UAE LICENSE

AGE : 30 YRS



Career Summary : An ambitious, highly motivated, and energetic sales executive with marketing and business development skills. Experience of managing sales and merchandising for established retail outlets, franchises, and international brands. Over 7 years sales and marketing experience of working in competitive industries and successfully identifying, developing, and managing new business opportunities within these markets

Professional Experiences

Duration : January 2021 To June 2022
Organization : Spark Steel Fabrication, UAE, Dubai
Designation : Business Development Executive

Specialized in all structural steel fabrication, solar panel bracket installation etc..

SSF is one of leading structural fabrication brand located in UAE, has built its reputation mainly on a commitment to provide rapid response to customers orders also by ensuring quality products and remarkable services in an economical price.

My role is to handle developing business across UAE

Responsibilities:

- ◆ Cold calling and generating potential leads.
- ◆ Contacting potential leads to establish rapport and arrange meetings.
- ◆ Researching contractors and Others to build relations to sign for business .
- ◆ Creating an environment that promotes team work and Maintaining discipline
- ◆ Gives assistance to staff to maximize productivity and reduction of non-productive time.
- ◆ Creating maintaining and sharing the performance reports with Management/staffs.
- ◆ Maintaining smooth and efficient operations of Work Shop
- ◆ Ensuring material and requirements for smooth operations.
- ◆ To be the first level escalation for the customer and employee grievances
- ◆ Collaborating with sales and leadership to secure, retain, and grow accounts.
- ◆ Planning and overseeing new marketing initiatives.
- ◆ Responsible for end to end communication and deal closure of the same.
- ◆ Relationship management and ensure regular flow of business

Duration : Feb 2018 to Mar 2020
Organization : M/s. Al Seer Trading Agencies LLC-Oman
Designation : Key Account Executive.

M/s. Al Seer Trading LLC was established in 1961, Al Seer has grown from its origins to become a leading distributor in the UAE and Oman. Al Seer has broad range of product categories and sales channels providing distribution services in the region. Al Seer is one of the largest FMCG distributors in the Lower Gulf

My role was to handle the Key accounts of Beverages and Frozen products - Mainly Suntop, Al Ain water, Caprison, Rozana rice, Americana, Al Islami, Kwaliti ice-cream, Al Ain veg and Asmak.

Accounts Handled; Carrefour, Lulu, Nesto, Mars & all other “A” class outlets.

Volume of Business; 100,000 OMR/month(One Hundred thousand Omani Riyals)

Responsibilities:

- ◆ Achieving primary and secondary sales target.
- ◆ Arranged SKU's in the prime visible area in-order to make sure the product(s) more visible than the competitor's product(s).
- ◆ Managing of merchandisers and provide necessary training in-order to get optimum results.
- ◆ Analyzing requirement based on market demand.
- ◆ Updating competitors' promotional activities and recommend the same with the company management.
- ◆ Weekly update with all the merchandisers about the promotional activities which include Displays, Product damage & expiry, status report of Stocks at outlet(s) and regularly check the status about product knowledge with sales executive(s) at mall as well as merchandisers.
- ◆ Schedule Leave, Working hours, Daily route plan, Dress codes, Safety measures and all necessary legal documents for all merchandisers mandate of Sultanate of Oman Government.
- ◆ Maintained distribution in all SKU's with each outlets.
- ◆ Daily, Weekly, Monthly report and strategy development based on the product(s) movement.
- ◆ Warehouse stock responsibility for the complete product(s) and market requirement-based request to the management to add/delete the products.

Duration : May 2016 to Jan 2018
Organization : M/s. Al Seer Trading Agencies LLC-Oman
Designation : Van Sales Representative

My role was to handle the Traditional Marketing of Al-Ain Mineral Water in the Capital area of Sultanate of Oman.

Responsibilities:

- ◆ Achieving the sales target
- ◆ Maintain the sufficient stock in the van to fill the customers' requirements.
- ◆ Ensuring the availability of the product at all retail point
- ◆ Ensure the stocks are properly merchandised
- ◆ Tracking and monitoring competitors' products and activities
- ◆ Increasing and maintain the existing customer base in the market
- ◆ Prepare the daily sales and activity report
- ◆ Ensure the payment collection and submission on time
- ◆ Maintain the vehicle condition to avoid break down

Duration : Nov. 2014 to Jan 2016
Organization : M/s. Zaifemed India Pvt. Ltd.
Designation : Marketing Executive

My role was to handle sales of Thrissur District with targeted figures recommended and instructed by my superiors.
Responsibilities:

- ◆ Target oriented business development in the territory set by the company and the superiors respectively.
- ◆ Recommend pricing strategy according to the demand to the superiors and get the approval of the same for best performance.
- ◆ Preparation of efficient forecast sales report to the company about upcoming period of sales based product(s) available in stock.
- ◆ Clear, sensible, and strategic communication skills to achieve my sales goals
- ◆ Crosscheck with invoice and the product(s) sent by the stockiest periodically and submit the report to the Head office accounts department.
- ◆ Manage, deal negotiate and solve all or any issue may raised by the client efficiently.

Qualifications

Educational : MBA in Marketing & HR (2014)
B.Sc. Visual Communication (2012)
Higher Secondary School Certificate (2009)

Key Strengths

Languages : English, Arabic, Hindi, Tamil and Malayalam
Area of Work : M.S. Outlook, Word, Excel other Data based software
Others : Optimistic, Diligent & Perfectionist, Highly determined

Achievements

Al Seer Training LLC

- ◆ Developed and increased the business in the assigned Market
- ◆ Increased the product visibility with existing customers Lotus

Trading Company Pvt. Ltd.

- ◆ Increased the business by introduction of new products and new customers

Declaration

I hereby declare that all the above information are true and correct to best of my knowledge.

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