

RAKESH PM

Mobile-00971-50-5381153

Email-rakeshpalakkil@gmail.com

**Career objective**

Self-Motivated Professional with 12 years of Experience in sales/key Accounts Management and Merchandising in FMCG and Electronic and Small Appliances. Currently seeking Account Management Sales Position in FMCG industries to Utilize My Ability and Achieve High Sales target and goals for the Company.

Profile**Experience in handling Major Retail Giants**

LULU, Carrefour, Abu Dhabi Coop, Spinneys And other B&C category outlets in Abu Dhabi and Al Ain

EMPLOYMENT HISTORY**From: MARCH 2019 to: Till date****Company: MEHDI GENERAL TRADING LLC (SOLICO GROUP)****Position: Sales Executive (Abu Dhabi)****Responsibilities:**

- *. Promote and sell dairy product and meat product to all A,B&C category outlets.
- *. Provide timely support to customer to prevent and quickly resolve issues with product, sales tactics and performance.
- *. Establish sales plans for overall territory and exciting key retail accounts in the assigned region territory.
- *. Assist in the development of measurable sales plans for distributors in assigned territory.
- *. Develop and maintain professional relationships with customers.

From: July 2016 to: OCT 2018**Company: LIFE LINE DRUG STORE (FMCG)****Position: Sales Executive (Abu Dhabi)****Responsibilities:**

- Regularly coordinating with the outlet managers /supervisors or clients to increase the sales
- Conduct new product training for the sales force and dealer network.
- Forecasting, monitoring and analyzing the inventory.
- Conceptualize visual merchandising displays, POP & design of outlets for maintaining of Brand Image.
- Forecasting sales and giving feedback of competitor's activities.

From: April 2014 to: June 2016 Company: TIME HOUSE TRADING COMPANY LLC – U.A.E

Position: Sales Representative

Responsibilities:

- Assist and Lead a team of Sales Executives.
- Achieve company sales target and improve profitability.
- Analyze the customer requirements swiftly and accurately.
- Ensuring guaranteed customer satisfaction.
- Submitting sales analysis reports to the management on a regular basis.
- Well versed with activities, ordering and receiving watches thru LPO.
- Provides regular updates to the Sales Manager on target achievements.

From: May 2010 to: Jan 2014 Company: ALFUTTAIM ELECTRONICS (AFTRON) Abu Dhabi, UAE

Position: Merchandiser

Duties:

- Reporting to Sales Executive of the division.
- Implementing marketing and sales strategies.
- Planning and monitoring visible distribution, distribution plans and brand sales trends.
- Regularly coordinating with the customers / clients to increase the sales.
- Submitting sales analysis reports to the management on a regular basis.
- Planning and implementing Promotions for liquidation of ageing stocks.
- Attending product training to enhance knowledge and skills.

EDUCATIONAL QUALIFICATION

- **Diploma in Electronics and Telecommunication Engineering**
- **MCSE, MCDBA From MICROSOFT**
- **SSLC From Board of Examinations Kerala, India.**

KEY HIGHLIGHTS

- **Ability of multitasking and prioritising work:** Being a multitasking nature eager to take on new challenges and adapt the needs of organization.
- **Handling People Skills:** Coordination of various activities and human resources effectively according to the organisational objectives.
- **Dedicated and Hard-working nature:** meeting deadlines by giving 100% in the job performed and working extra hours if needed.
- **Language Commands:** Medium of study was English since higher secondary. Other known languages are Malayalam, Hindi and Arabic.
- **Ability to work as a team:** by uniting and leading a team of many group mates successfully and behaving as a colleague to them.
- **Computer skills (Windows, Power point, MS Word, Ms Excel):** Some presentations and other office works carried out during professional work.

OTHER PERSONAL DETAILS

Passport Number	:T9255023
Date of Issue	: 21/10/2019
Date of Expiry	: 20/10/2029
Nationality	: Indian
Date of Birth	: 31 st May 1982
Marital Status	: Married
Driving License Number	: U.A.E (GCC) - valid till 2025 (3595537)
Languages Known	: English, Malayalam, Hindi
Visa Details	: Employment
Permanent Address	: Vanakrishna, Mavilavalappil, Cherukunnu (P.O) Kannur, Kerala-670301

INTEREST

- Playing & watching Cricket, Watching Movies