



**ALAKH NIRANJAN PRASAD**

Business Developer/ Operation Manager

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Email ID

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**TECHNICAL QUALIFICATION**

BGAS CSWIP (TWI)  
PAINTING INSPECTOR GRADE 2  
UNITED KINGDOM

**PROFESSIONAL EDUCATION**

- MBA (Post Graduate Diploma in Business Management) in Marketing
- Institute of Productivity & Management (IPM)
- Kanpur UP India 2004 -2006

**Bachelor of Science**

- St. Columba’s College
- Vinoba Bhave Univ. 1999 - 2002  
Hazaribag Jharkhand

**INTRODUCTION**

An astute professional with an MBA in marketing, above 16 year extensive experience in business development and operations Management. Posses’ high degree of integrity and honesty towards achieving business objective, high quality standard and timely completion of work.

Seeking managerial assignment in Sales & business development/ Operations management/ business analysis / Marketing / Key account Management / Client Relationship Management.

**SKILLS SUMMARY**

- ⇔ BUSINESS DEVELOPMENT    □ OPERATIONS MANAGEMENT
- ⇔ SALES & MARKETING        □ QA/QC STANDARD MAINTAIN
- ⇔ PROJECT MANAGEMENT     □ CHANNEL MANAGEMENT
- ⇔ TEAM HANDLING              □ DISTRIBUTION MANAGEMENT
- ⇔ WAREHOUSE MANAGEMENT   □ INVENTORY CONTROL
- ⇔ CLIENT RELATIONSHIP MANAGEMENT □ FORECAST

- ⇔ An inquisitive approach to understand consumer behavior.
- ⇔ Strong ability to understand completion and accordingly devise and implement marketing and sales strategies.
- ⇔ A professional with interpersonal, team building, negotiation, presentation, convincing and analytical skills.
- ⇔ Ability to think out of the box and contribute ideas towards achieving business excellence.

**WORK EXPERIENCE**

**Roots Qatar WLL**  
**Project In Charge Doha Qatar**  
March’18 to May 2021



- ⇔ Handling daily operational activity of paint and waterproofing for private and government (Kahramaa) projects application on behalf of subcontractor.
- ⇔ Analyzing and reviewing the project response, requirement & communicating the same to the functional team for accomplishment of the business goals.
- ⇔ Access business potential, conceptualize and execution strategies to drive sales, augment turnover and increase market share.

**ORGANIZATIONAL SCAN**

COMPANY	DESIGNATION	PERIOD	STATE/COUNTRY
Roots Qatar WLL	Project In Charge	March’18 to May’ 21	Doha-Qatar
Vimal Paints	Area sales manager	Oct’13 to Feb’ 18	Patna – Bihar
MRF Corp Ltd	Sales & service Technologist	June’12 to sept’13	Kanpur –UP
Akzo Nobel India ltd	Senior sales officer	May’07 to may’ 12	Delhi – India
Dalmia continental Pvt Ltd	Sales Executive	July’08 to April’ 07	Delhi-India

## Intermediate of Science

- St. Columba's College
- Hazaribag Jharkhand
- 1997 -1999
- I am an excellent communicator with friendly personality
- I am very comfortable interacting with customers, vendors and team members
- Self confident and motivated to take up challenging assignments
- Capable team player to work with people at all levels with strong interpersonal and communication skills

## COMPUTER SKILLS

- Well versed in SAP (System Application Products)
- Well versed in MS office Suite (Word, Excel & PowerPoint) & Internet Applications
- Operating System – MS Windows 95/98/XP2000/XP Professional

## PASSPORT & VISA DETAIL

- I hold a valid Indian Passport
- Passport No. R2476779
- Expiry 2027

## PERSONAL DETAILS

Marital Status: Married  
Date of Birth: 03-01-1981  
Languages: English, Hindi

- ⇔ Coordinate with different department for man, material and machine to ensure proper planned execution.
- ⇔ Preparing monthly, quarterly, half yearly and annual reports presentation post coordinating with key teams & presenting the same to senior management.
- ⇔ Taking care of main company account, timely work execution, man power grievances and approval of worked done by consultant.

### **VIMAL PAINTS**

#### **AREA SALES MANAGER**

Patna –Bihar Oct'13 to Feb'2018



- ⇔ Establish state strategy for achieving business as profit center, reporting to head office directly.
- ⇔ Analyze market & category performance & consumer feedback.

#### **Operations:**

- ⇔ In season tracking and reviews of brand & category wise sell through.
- ⇔ Driving team performance, target setting, district wise plan.
- ⇔ Classify best/worst sellers thereby serving as input for next season.
- ⇔ Review width (no of options) vs depth (quantity/option) performance.
- ⇔ Analyze & understand regional sales trends & product preferences
- ⇔ Plan and execute various activities for demand generation.
- ⇔ Inventory control and their warehouse management.

#### **Supply Chain Management:**

- ⇔ Ensuring Product Availability.
- ⇔ Delivery planning & Tracking
- ⇔ Deployment tracking & raising alarms to ensure availability /exposure to all options
- ⇔ Core Product Inventory tracking control & replenishment.

### **MRF Corp Ltd**

Sales & Service Technologist

Kanpur –UP June'12 to sept'13

- ⇔ Accountable for sales and distribution of paints business,
- ⇔ Attaining both volume & value target for the organization.
- ⇔ Handling a depot for business growth and proper operational work.
- ⇔ Reporting to Zonal Manager.
- ⇔ Demand generation through painter,contractor,architect



- ⇔ Monitor & review competitor activities and to develop strategies at local to counter them with the help of many innovating sales promotional schemes.
- ⇔ Managing distribution of network as well as painter/contractor across the demography for business growth.
- ⇔ Preserving an optimal pipeline of stocks in company C & F and with dealer so that there are no out of stock.
- ⇔ I was handling Kanpur territory with additional charge of Lucknow

### **AKZONOBEL INDIA LTD**

**Senior Sales Officer** Delhi

June' 07 to May 2012



- ⇔ Managing and developing channel sales network (Dealer).
- ⇔ Setting, communicating & following monthly, quarterly and yearly targets & schemes to the trade partners.
- ⇔ Handling key accounts, collections target and providing end to end solutions to channel.
- ⇔ Tracking competitor's activities so as to provide better inputs for the selling strategies.
- ⇔ Implementation of branding activities, new product, full system in dealer shop.
- ⇔ Rendering technical support to the customers, dealers, painters by conducting various training programs in term of effective product usage, application, safety etc.
- ⇔ Exposure towards administrative activities in the field of collection, material forecasting, dealer servicing & demand generation, dispatch.

### **Dalmia Continental Pvt Ltd**

**Sales Executive** Delhi

July'06 to April 2007



Here I had to manage sales of its FMCG product in East, Central, North & West Delhi retail through Distributor

- ⇔ Handling primary & secondary sales.
- ⇔ Channel Management, marketing, promotional activity.
- ⇔ Demand generation through groceries retailer, pharmacy outlets etc.
- ⇔ Proving direction to team for growth of our business.

### **PROJECTS**

### **Duration**

<b>Organization</b>	:	Hindustan <b>COCA-COLA</b> Marketing Company Pvt. Ltd.	2 Month
<b>Title</b>	:	A Comparative Study of Coke & Pepsi in Distribution.	
<b><u>Winter Project:</u></b>			
<b>Organization</b>	:	GCMMF ( <b>Amul</b> )	4 Weeks
<b>Title</b>	:	"Market potential of Amul Shakti"	
<b><u>Additional Project:</u></b>			
<b>Organization</b>	:	GCMMF ( <b>Amul</b> )	2 Weeks
<b>Title</b>	:	"On Shop Sale Promotion of Amul Milk"	

I hereby declare the above given information is correct & complete to the best of my knowledge & belief.

(Alakh Niranjana Prasad)