

MUKESH SINGH

Seeking career opportunity in Retail Operations, Sales & Marketing, Business Development and Channel Management

ABOUT ME

- ➔ A result oriented professional offering 24 years of experience in managing Direct Sales, Marketing Distribution management, Business development, Client relationship team management in organized Retail industry
- ➔ Excels in devising and implementing strategies to ensure smooth business operations, attainment of top-line/bottom-line, maintain the margins of the category as per organization's ,promotion of the brand, Offer and promos to achieve the business goals
- ➔ Deft in administering the entire gamut of Business operations encompassing stores management, Vendor Development, ensuring adequate stock levels and relationship management at the National Level
- ➔ Exceptional work ethics, routinely use available time to solve organizational problems, ability to work without the need for direct supervision and timely completion of all assignments

COMPETENCY FORTE

- ➔ Retail Operations
- ➔ Strategic Management
- ➔ Direct Sales
- ➔ Business Development
- ➔ Marketing Operations
- ➔ Channel Management & Distribution
- ➔ Client Relationship Management
- ➔ Team Management

EDUCATION

- ➔ BA [Pass] from Delhi University in 1996
- ➔ Senior Secondary from CBSE in 1993

CURRENT EXPERIENCE

Assistant General Manager Since Sept - 2018
Realistic Realtors, Delhi

- Business Development by analyzing the prospective market and target customers,
- Client relation management,
- Executing the LOI, agreement and registration,
- Negotiating on monthly rent/ minimum guarantee, floor, area, scope of work, security deposit etc
- Dealing with Property consultants, owners and direct enquiries
- MIS daily report and maintaining hub Spot
- Collection of occupants, making proposal and update availability
- Survey local market for current demands, customer preferences, types, size and location properties and co-ordinates fits outs and unit showing

PREVIOUS EXPERIENCE

Raymond Ltd. Jul' - 15 to Feb' 18
Manager Sales, Delhi

- Complete retail operations for Haryana, Punjab, Chandigarh,
- Himachal Pradesh & Jammu & Kashmir, MBO's in the territory
- Deftly managed distributor in terms of sales, collection and expansion at Chandigarh
- Recognized for keeping the record of feedback and information support system of the brand analysis market intelligence,
- Managing a team comprising of two Area Managers
- Sales & Distribution of Brands Colour Plus, Park Avenue and Raymond
- Marked the Market presence in small towns
- Introducing P4 Concept in the given area with helped in Sales, space & brand presence,
- Key role in introducing Suits category for the MBO market

PREVIOUS EXPERIENCE

Blackberrys Jun' - 07 to Sep' 14
Manager Sales, Chandigarh

- Steered the complete retail operations for Haryana, Punjab, Chandigarh,
- Himachal Pradesh & Jammu & Kashmir including 5 EBO's and 80 MBO's in the territory.
- Managed distributor in terms of sales, collection and expansion in Chandigarh, Punjab
- Deftly drove the negation and day today operation of Black Berry's (EBO).
- Market intelligence ,brand feedback and information support system of the brand analysis,
- Key role in devising sale promotion and merchandise planning for the store.
- Managing a team comprising two sale Sales Executive.
- Controlled the aging form 120 days to 60 days
- Marked the market presence in small towns below 2 lack population,
- Deftly appointed 18 new dealers & started 5 EBO during the tenure.
- Distinction of introducing SNS in the given are with helped in Sales, space & brand presence,
- Key role in introducing Shirt category for the MBO market,
- Instrumental in introducing the concept of Shop-in-Shop

PREVIOUS EXPERIENCE

ITC Ltd. [John Players & Wills Sport] Nov' 02 to May- 07
Area Sales Executive, Gurgaon

- Played a Major role in growth & stabilization of the company in Haryana , Chandigarh and Himachal Pradesh
- Steered the operations of 14 EBO's for John Players in the market
- Deftly drove the negation and day today operation of John Players EBO
- Holds the distinction of successfully conceptualizing retail network of 50 MBOs and establishing distribution network with the introduction of Shop-in-Shop concept in mid price segment
- Instrumental in augmenting brand leadership in mid price segment for the brand, in the territory
- Key member of the pilot launch team for John Plays at Bangalore in 2002,

AWARDS

- Winner of Star & Stripes for being the best region in terms of highest sale for the Year 2004, 2005 and 2006

LANGUAGES KNOWN

- English, Hindi and Punjabi

SOFTWARE FORTE

- MS Excel ,MS Power Point & MS Access

CONTACT

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🏠 A-129, Ram Prastha Colony,PO Chander Nagar, District- Ghaziabad, [UP]

REFERANCES

- Mr. Mritunjay Kumar ,
Regional Sales Manager,
ITC Ltd.

☎ 9810329820

✉ mritunjay3105@gmail.com

- Mr. Anil Sharma ,
Vice President Sales,
Dalmia Cement

☎ 9810336560

- Mr. Madhhkar Rakhechaa ,
Head of Retail,
Realistic Realtors

☎ 9667976333

- Analysis of information support system record, brand analysis & market intelligence reports for the brand,
- Significant role in making brand available in broad market from metros & tier three cities.
- Effectively managed CSA points,
- Managed a team of one sale officer and 3 TMR's,
- Steered the brand from inception stage to Rs. 15 Crore market value.
- Marked the market presence in city below 50 thousand population cities, which proved to be a phenomenal venture
- Introduction of schemes viz. Airtel Gift Voucher & Indian Airlines, at 80% redemption level,
- Instrumental in augmenting the brand presence from scratch to 50 MBOs
- Successfully eradicated the competitor & regional players in the given territory,
- Handled the venue sales of John Players in key locations in Delhi and able to clear the stock of value 5 Cr

PREVIOUS EXPERIENCE

Cantabil [Kapish Product Pvt. Ltd.]
Area Sales Manager,Delhi

Sept' 96 to Nov'- 02

- Key role in opening exclusive outlet at Haryana, Chandigarh, Punjab & Himchal.
- Deftly appointed 5 exclusive outlets in the assigned territory,
- Instrumental in driving innovative & effective sale promotion and merchandise planning for the stores,
- Successfully marked a steady augmentation of sales by 20% during the tenure. Managed a team of 2 Sales Executives.

PLACE :

[MUKESH SINGH]

DATE :