

Curriculum Vitae

JITENDRA SINGH CHAUHAN

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PROFESSIONAL EXPERTISE

***Specialized in Fmcg/Horeca ,GT Sales .Egar To Willing new skills ,take on challenges .process innate ability to motivate employee to provide exceptional customer service ,handling all five star and four star properties, Restaurant Chains, café and catering and GT sales all around west india ,Key Account Management ,Distribution Management, Team Management, Marketing and Sales Strategies ,B2B Selling ,Ravishing ROI ,Strategies For Creating an Ownership Mentality With Team**

ORGANIZATIONAL EXPERIENCE

[A] Industry: -FMCG

Organization:-Jhaveri Spices Pvt Ltd

Designation:-Sales Manager

Location:- West India

Duration:-Dec 2022 to Till Date

Primary

- Δ Appointing distributors as per the sales & distribution plan.
- Δ To ensure achievement the primary & secondary sales volumes as per budget and monthly forecasts.
- Δ To manage the various distributors and ensure that their individual goals & targets are achieved.
- Δ Implementing productivity standards as per company norms; resolving problems.
- Establishing direct contact with key individuals (**HoReCa clients**) within the area.
- Δ Recommending new product lines by identifying new sales opportunities.
- Implementing trade promotions and tracking their effectiveness as per company's policies.
- Δ To ensure the profitability of each SKU in the territory.
- Δ To ensure uncovered accounts, poor range selling, proper communication about a trade or consumer scheme, mobilization of old stock at distributor point.
- Δ To execute all new product launches & changes in commercials.
- Δ To monitor the Distributor, claim settlement process closely and ensure that the pending claims of the distributor are restricted to the bare minimum.

Secondary

- Raising and analyzing stockiest monthly report.
- Developing and maintaining a good rapport with all key customers.

[B] Industry: -FMCG

Organization:- Whole Earth Brands Pvt Ltd

Designation:-ASM

Location:- West India

Duration:-March 2022 to Dec 2022

Primary

- Appointing distributors as per the sales & distribution plan.
- To ensure achievement the primary & secondary sales volumes as per budget and monthly forecasts.
- To manage the various distributors and ensure that their individual goals & targets are achieved.
- Implementing productivity standards as per company norms; resolving problems.
- Establishing direct contact with key individuals (**HoReCa clients**) within the area.
- Recommending new product lines by identifying new sales opportunities.
- Implementing trade promotions and tracking their effectiveness as per company's policies.
- To ensure the profitability of each SKU in the territory.
- To ensure uncovered accounts, poor range selling, proper communication about a trade or consumer scheme, mobilization of old stock at distributor point.
- To execute all new product launches & changes in commercials.
- To monitor the Distributor, claim settlement process closely and ensure that the pending claims of the distributor are restricted to the bare minimum.

Secondary

- Raising and analyzing stockiest monthly report.
- Developing and maintaining a good rapport with all key customers.

[C] Industry:-FMCG

Organization:- BADSHAH MASALA PVT LTD

Designation:- Sr.ASM

Location:- Maharashtra,Goa,Gujrat,

Duration:-FEB 2021 to Feb 2022

Responsibilities–

- To generate business through HoReCa
- Consistent sales performance to meet the assigned target (Primary & Secondary).
- To handle the existing distributors and to appoint new dealers in the future potential market.
- Product Management (Forecast, Availability, Listing, Merchandising, Shelf Share, Pricing)
- Sales Management (Targets, Margins, Category, Promotions, Rentals)
- Travelling to different market places to meet the existing clients and to recruit new one.

- Maintaining and developing relationship with existing customers in person.
 - To manage merchandizing and promotions successful implementation in market.
 - To prepare weekly visit report, tour plan, numerical distribution, customer classification and merchandising report.
 - Ensure timely ordering and availability of stock.
 - Assure compliance of all policies, procedures and practices of the company.
 - To handle all claim of **key account and distributors**.
 - Assure timely collection of all account receivables.
 - Ensure credit control as per organization's policies.
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[D] Industry:-FMCG

Organization:-Shubham Goldiee masale pvt ltd (Goldiee Group)

Designation:-ASM

Location:- Mumbai ,Goa, Gujrat, Uttrakhand

Duration:-Dec 2019 to Jan 2021

Responsibilities–

- Responsible for handling ,HoReCa.
- To achieve the primary and secondary targets every JC for respective locations
- Directly responsible to deliver sales growth as per the organization's objective.
- To adhere to permanent journey plan, coverage plan and daily route coverage plan

Selected Achievement:

I launched the entire range of products in Maharashtra,,GOA , Gujarat,SILVASSA , Uttarakhand,Market

[E] Industry:- FMCG

Organization:- DHARAMPAL SATYAPAL LTD (FOOD DIVISION, CATCH SPICE)

Designation:- Sales executive

Location :- Mumbai

Duration:- Oct. 2016 to Dec.2019

Responsibilities –

Primary

- Appointing distributors as per the sales & distribution plan.
- To ensure achievement the primary & secondary sales volumes as per budget and monthly forecasts.
- To manage the various distributors and ensure that their individual goals & targets are achieved.
- Implementing productivity standards as per company norms; resolving problems.
- Establishing direct contact with key individuals (**HoReCa clients**) within the area.
- Recommending new product lines by identifying new sales opportunities.
- Implementing trade promotions and tracking their effectiveness as per company's policies.
- To ensure the profitability of each SKU in the territory.

- To ensure uncovered accounts, poor range selling, proper communication about a trade or consumer scheme, mobilization of old stock at distributor point.
- To execute all new product launches & changes in commercials.
- To monitor the Distributor claim settlement process closely and ensure that the pending claims of the distributor are restricted to the bare minimum.

Secondary

- Raising and analyzing stockiest monthly report.
- Developing and maintaining a good rapport with all key customers.
- Attending consumer complaints on behalf of the company.
- Conducting market audits as and when necessary.

[F] Industry:- Health care & Beverages (fmcg)

Organization:-Hamdard Laboratories (India)

Designation:-Business executive

Location :- Mumbai

Duration:- Sep 2014 to Oct 2016

Responsibilities-

- To generate business through **GT**
- Consistent sales performance to meet the assigned target (Primary & Secondary).
- To handle the existing distributors and to appoint new dealers in the future potential market.
- Product Management (Forecast, Availability, Listing, Merchandising, Shelf Share, Pricing)
- Sales Management (Targets, Margins, Category, Promotions, Rentals)
- Travelling to different market places to meet the existing clients and to recruit new one.
- Maintaining and developing relationship with existing customers in person.
- To manage merchandizing and promotions successful implementation in market.
- To prepare weekly visit report, tour plan, numerical distribution, customer classification and merchandising report.
- Ensure timely ordering and availability of stock.
- Assure compliance of all policies, procedures and practices of the company.
- To handle all claim of **key account and distributors**.
- Assure timely collection of all account receivables.
- Ensure credit control as per organization's policies.

[G] Industry :- FMCG

Organization :- (Lotus Marketing, S.S of M D H)

Designation : Sales Officer.

Location :- Mumbai.

Duration :- Jan 2012 to July 2014

:- Handling The Distributors & develop them.:-To ensure uncovered accounts ,poor range selling ,proper communication about trade or distributor & consumer scheme ,mobilization.

[H] Industry:-Automobile

Organization:-KTL Pvt Ltd. Lucknow(a Renowned Maruti Dealership)

Designation:-Auto Consultant

Location :- Lucknow & Sultanpur (U.P)

Duration :-Oct 2006 to Dec 2011

- To approach Corporates and various institutions for space selling through presentations and also for tie-ups.
- Recognize opportunities and areas for the events.
- Co-ordinate with sales and operation team to ensure that customer's needs and goals are met at each event.
- Providing loan to the customers through the banks and former brothers through khatauni also.
- Looking after Promotion and Marketing Gateways.

ACADEMIC QUALIFICATION

- ❖ B.A. from C.S.J.M. University Kanpur in year 2005.
- ❖ Intermediate from U.P. Board in year 2002
- ❖ High School from U.P. Board in year 1999.

IT FORTE

- ❖ Expertise in MS Office (Word, Excel & Power Point) and Internet applications.

PERSONAL DOSSIER

Date of Birth:- 1st Mar. 1983

Father's name:- Sri Rajendra Singh Chauhan

Marital Status:-Married

Known:- Hindi and English

Address:- B-203,New Heera Panna Chsl, Gokul Village,

Shanti Park,Mira Road (East), Thane -401107

I hereby declare that the information furnished above is true to the best of my knowledge.

Date:-

Place:- Mumbai

(Signature)