**KUNDAN JOSHI**

Kathmandu, Nepal

**Contact:** +977 9861502268/023 465726/ **Email:** kunsab1973@gmail.com



**SALES & MARKETING MANAGEMENT BUSINESS DEVELOPMENT**

**(MANUFACTURING/ENGINEERING INDUSTRYAND FMCG)**

Competent and results-oriented professional, offering a comprehensive experience of **over 27 years** studded with extensive concentration and capability to handle a wide range of assignments ranging from general administration/communication, sales and marketing, promotion activities, events & client servicing. Highly motivated individual with a passion to make any event a success; adept in organizing, managing and hosting live events, ground events, promotions, product launching, exhibitions, conferences, stage presentations and shows. Proven capabilities in designing innovative sales & marketing strategies to generate desired resonance across potential market segments. Top-performing senior executive with unique tactical and strategic planning skills. Analytical, innovating and out-of-the-box thinker with record of securing results. ***Key Competencies include:***

Market Penetration Strategic Planning Market Intelligence Client Relationship Sales Meetings & Programmes Liaison/ Public Relations Brand Management Market Research Market & Competitor Analysis MIS Event Management Business Intelligence Cross functional Coordination Training & Development Crisis Management Team Leadership

**PERFORMANCE MILESTONES**

**M/s Hama Iron N steel Ind. Pvt. Ltd.**

* Sole responsibility of monitoring marketing operations, team control & sales achievement
* Conducted ‘SWOT’ analysis and utilized findings for designing customized strategies to enhance customer services
* Distinction of being rated as an outstanding performer and among top 5% employees of the organization
* Achieved revenue and customer retention goals while increasing client profitability through relationship building, outstanding service delivery, cross-selling and referral development
* Credited for performing advanced “what if” analysis to identify margin growth areas
* Developed and implemented many new ideas for sales and business growth for achieving set sales targets
* Created and sustained a dynamic environment that fosters development opportunities & motivates high performance amongst team members
* Introduced the concept of MIS reporting to update the Management on a regular basis

**M/s Pancha Kanya Group**

* Honored for developing programs to bring the sales team to function into the strategic planning orbit of the organization
* Nominated for expanding referral network through contact with various internal business partners and external intermediaries
* Meticulously planned and implemented an annual sales plan with implementation of functional strategies in line with strategic business plans
* Titled as an “Incident Controller” to respond to the crises within the shortest possible time and guide the staff to handle the crises in a safe and effective manner
* Created & put into practice innovative business strategies to improve the product awareness and ensure enhanced brand visibility

**CAREER PROGRESSION**

**M/s Hama Iron N steel Ind. Pvt. Ltd.**

**Chief Sales and Marketing up to C.O.O Since 2004 to July 15 2016**

* Overall responsible for leading the team of Sales Professionals & achieve planned sales targets
* Fully accountable for developing annual sales plan with implementation of functional strategies in line with strategic business plans
* Leading strategic plan development, recommended/provided sales staffing strategies, strengthened accounting/reporting, improve morale and communications, and created all new sales collateral
* Accountable for conducting the complete business review and preparing detailed policy for future growth potential for the business
* Pioneer in achieving the highest bonus level for exceptional performance of the sales team with a targeted client base of retail and institutional accounts
* Responsible for organizing Dealer’s Meet, Bazaar Meet, Retail Outlet Meets, Seminars for OE Dealers, Sales Promotion Campaigns
* Shouldering entire responsibility of achieving all the sales targets, managing finance as well as a collection of the dealers
* Develop plan for Sale penetration into State/district headquarters
* Coordinating and responding to complex customer telecommunication requests, resulting in increase sales and customer satisfaction
* Designing and implementing a customer based sales program to increase sales, productivity, and profit while reducing turnover of personnel
* Chalk out the credit policy to reduce branch outstanding and not even a single case of default arose among the various credit facilities
* Involve in improving efficiency, streamlined functions, and restored falling operation, achieving a consistent, profitable growth record annually
* Accomplish responsibility to monitor the mid level staff, daily reporting, sales and payment

**M/s Pancha Kanya Group, Kathmandu, Nepal**

**Sales Officer/Manager 2001 - 2004**

**Sales Officer 1992 - 1995**

* Consistently developed new business, despite slow economy, through prospecting, persuasive presentation, and persistent follow up
* Streamlined the process of handling customers’ servicing needs considerably reducing turnaround time increasing perceived value to the customers and winning their delight
* Developed and managed successful multi-distribution channels producing 40% of overall revenue
* Revised compensation plan attracting higher caliber of sales talent and rebuilt sales team in just 4 months
* Engaged in devising strategy to enhance KPI, profitability and customer satisfaction
* Made instructional rounds to identify a problem of practice, observe, debrief and focus on the next level of work and make systematic improvements
* Shouldered responsibility of heading & conducting sales meetings of the team
* Negotiated and captured major outsourcing contract, grew account from 15 lacs to 70 Lacs per month while achieving a 50% profit margin at that time of TMT(2001 to 2004)

***PAST EXPERIENCE***

**Noor Cartoon n Packaging Industries, KSA**

**Stock Controller 1995 - 1996**

**My first experience in abroad is nice and it was duplex base packaging factory.As a stock controller did logistics kind of part was there like purchasing,maintaining stocks,supply to soft floor and channels.Maintained good relation with the suppliers,purchased materials in quoted performa price and through ILC Import,countries like German,switzerland,Uk,Austria vienna and Taiwan.**

**Roto Packing Dubai, UAE**

**Stock Controller 1997 - 2001**

**I got a second chance to Roto Packing Dubai having mild experience in KSA,they admired my job,the way i had performed in short time.Here it was a little different then Noor,Duplex and Flexible Packaging base i enjoyed in Roto as a stock controller, job role was same here also as was in Noor Cartoon but was in large scale industry.Being same kind of industry suppliers was same but the order quantity was huge and to maintain them its really a challange.Coordination among ware houses is tough and to supply in soft floor is challenging coz,items was very high.**

**EDUCATIONAL BACKGROUND**

* **Bachelor in Business studies,** Nepal Commerce Campus, Trivuwan University, Nepal, 1993/1997



**Date of Birth:** 4th Apr 1973

**Permanent Address:** Sani/ Arjun 7 Jhapa, Nepal

**Marital Status:** Married.

**References and verifying documentation furnished upon request**

**Country Visited: Uzbekisthan,india,pakistan,singapore,Thailand,Combodia,Oman,UAE,Doha and KSA**

**Personal View: Sales and Marketing of any kind of product is based upon quality,price,service and relation you maintan with the clients,distributors,stockist and projects.Add.campaign,road shows,conference,meetings,motivation,TODs,schemes and refreshment to the clients is essential.And mainly continiual improvement of product,service and quality is most.If did this all we can achieve everything we want.Need to create an invironment of market,intilligence of competitors and to move a solid sales team throughout the market in daily report basis and need a wide support of board to the sales team.Any kind of complaints of clients regarding product,quality and service should be entertained immediately so that it maintains good relation with the clients.We need to bound them and to develope a loyality towards the company,it can happen only when we service them in good manner.winwin situation is also a good method of selling product between two.Sales promotional activities and events are also essential part of selling product need to think in a different ways, means what situations comes in the way act immediately and accordingly.Sales and market for all the product depends upon company policy,quality,price and service given,match this criteria,there is no room for impossibility.As i believe and have confidence throughout my career.Please to be believed by the kind employers,Sales and Marketing is a unit,A solid TEAM effort not a one man show,Results is yours.Frequent communication is also a major part with the volume clients,stockist,dealers,distributors and projects.Marketing in two way,Micro marketing and macro marketing it is totally different way,in Micro needs more staff and outlets according to production volume,can hold whole market outlets and in Macro needs compaqed team seeing volume target but can achieve more too.It holds total credit portion of network that how much can be bared by company,Can brief during the course of interview.**

**Branding of Product: Through the backbone of market(ADD.CAMPAIGN) massively does effect the end users mind and changed buying behaviour and quality,service of your products can be the huge tools of branding.After rapidness of using of products effects chainly in the market,this chain of using gains product branding fashionably.Brand name can come through the backbone of marketing policy,Add.campaign, road shows,social events seasonal sponsorships,hordings,schemes to clients,seasonal and reasonable to end users and TOD'S to stockist,distributors and dealers is also a bridge to achieve the targeted sales volume.Service factor is also the tools for the buyers behaviour,we should handle it properly and carefully with the faith of customers that can be the assurance of products can be resolved the problems.Campaign approach through the mind reading of buyers is the key towards success and social media too.**

**New Post upgraded: From Dec.15.2015 operation & Sales and Marketing Chief.**

**As this new post I am working for factory Admin. & management day to day operation entirely like, labour administration, staffing management, trainings, QC management, security controlling programmes, purchasing management national & international, scrap management, PR, management of accounts and finance, checking of bills and vouchers generated by accounts dept., as all managing departmental heads as team player. Besides this I am doing my original job too sales and marketing,to manage time and to be punctual is key towards success.**

**General Manager(SAURAB Group – Laxmi Steels Pvt.Ltd/Sarbottam Cement Pvt.Ltd. Kathmandu Nepal)**

**Date: July 30 2016 to till the date.**

**Managing all the norms of given post and leading 65 staff in sales and marketing around all Nepal. Holding sales driven team and focus on Target, Meetings, revenue and marketing branding. Cement per year 1 crore 50 lacs bags and Steels 120000 tons to sell. Mill VRM FLS MIDTH from Denmark Europe.**

**Buyers of Every product**

Buyers of every products is same means(Selling Method) norms is same but category is there like, for each products generations are there ultimately called end users, purchasing power,skill,xfactor,economic conditions it effects the whole system of buyers behavior. We need to catch the mood and convert the same towards products is challenging.

**Working Capacity (Mechi to Mahakali) Steel and Cement and other products.**

With a **TEAM** can work around whole country, there are different segments of markets scenario and buyers around. Some are working as **MACRO** Buyers and others are in **MICRO** base. The main thing is how product behaves in market like Product,promotion,price and place. This will determine the scenario of success.

**Clear Vision**

**Product:** Quality, physical attributes, technology and standardization.

**Price:** The product should be competitively priced as against established.

**Promotion:** Target age group, Advertisement. Word of Mouth and target in retail consumers.

**Place:** Availability of products everywhere, Good distribution channels especially near developing areas like, industrial and townships areas. Maintaining this all steps can move products or company towards heavy success but it’s a TEAM effort.

**Extended 7 PS:**

**People:** All companies are reliant on the people who run them from front line sales staff to the Managing Director. Having the right people is essential because they are as much a part of your business offering as the products/services you are offering.

**Process:** The delivery of your service is usually done with the customer present so how the service is delivered is once again part of what the customer is paying off.

**Physical Evidence**: Almost all service include some physical elements even if the bulk of what the customer is paying for is intangible. For example a Hair salon would provide their client with the complete hairdo and an insurance company would give their customers some form of printed material. Even if the material is not physically printed(in the case of PDFs) they are still receiving a “Physical product “by this definition.

**Finally 8th PS: Productivity and Quality,** This P asks “is what you are offering your customer a good deal?” This is less about you as a business improving your own productivity for cost management, and more about how your company passes this onto its customers.

**Language Known:** Nepali,Hindi and English fluency in written and spoken**.**

**Expected Salary**: 3 lac per month Tax free

**Benefit: Furnish flat in KTM or Rent per month vehicle Creta/Breeza**

**Authorities as Sales Head (HOD. CEO/COO/GM in professional way not in traditional)**

All the authorities should be given as Sales Head,Team player related to sales and marketing plus branding and promotion,without this I cannot move.

1. Sales Team management centric policy.
2. Drafting of Sales/Marketing policies/Branding/Promotion.
3. Deal finalization with customers/Projects.
4. Final settlement with parties/Projects.
5. Drafting policies of payment recovery.
6. Finalisation of credit worthiness customers/clients/Project.
7. Periodic review of sales Team performance.
8. Product lunch decision.
9. Control over the legal documents/Contracts with clients/projects/BG and ODC and PDC.

**I have given you all the details regarding my job and working style and need of environment to work rest in your end to decide.**

**Skills in Sales and Marketing. Focus in Core by Experiences.**

**Problem solver Sales and Marketing Management.**

**Go getter Entrepreneurship Development.**

**Risk Taker Research Methodology.**

**Multi Tasking Branding and IMC.**

**Enthusiastic Sales and Marketing strategies.**

**Relentless innovation in Organization.**

**Steps to succeed. Life for this.**

**Hardworking Nature Fitness**

**Loyal to company Travel**

**Dedication, Support of Board How to Crack(ANALYSIS SWOT)**

**And Luck Strengths**

**weaknesses**

**opportunities**

**Threats**

**Don’t pick a job, Pick a boss. Your boss is the biggest factor in your career success. A boss who doesn’t trust you won’t give you opportunities to grow.**

**Love to your job, not the company.**

**TEAM: Need a solid sales driven Team who have worked in STEEL only.**

**Thanks and Warm Regards**