



DINESH MITHRANI

SR. MANAGER – SALES & BUSINESS DEVELOPMENT (DISTRIBUTION & EXPORTS)

Contact: 00971-50-5685287 E-Mail: smdinesh31@gmail.com

JOB OBJECTIVE

Seeking senior level assignments in Business Development, Product Sales and Distribution within a leading multinational multi-cultural organization of repute

PROFILE SUMMARY

- A seasoned professional with nearly 15 years of experience in Business Development, Channel Management and New-Setup Establishment.
- Successful track record of managing sales thru Modern Trade Retail & Dealers in UAE.
- Experience in handling International Trade, Exports & Re-exports in Middle East & Africa.
- Achieve large size value and volume targets.
- Key Accounts Management of Large format stores, Power Retailers, Hypermarkets, Dealers and Export markets.
- Proven history in developing and managing a top performing sales team across allotted territories.
- Perform Forecasting, Sales Planning, PSI Planning, Team building and Key Accounts Management.
- Negotiating Annual Targets & Annual Rebates with key clients & markets.
- Sourcing & Procurement from international vendors.

SKILLS & EXPERTISE

- | | | |
|------------------------------|-------------------------------|--------------------------------|
| • Budget & Forecasting. | • Business to Business (B2B). | • Product & Purchase Planning. |
| • Business Development. | • Territory Coverage. | • Sourcing & Procurement. |
| • Sales Management. | • Target Planning. | • Vendor Management. |
| • Modern Trade Distribution. | • Team Management. | • Trade Fair & Exhibition. |
| • New Market Development. | • Competitor Mapping. | • MS office Word/Excel, Ppt. |

ORGANISATIONAL EXPERIENCE

Dawam General Trading LLC - Dubai - UAE

Sales Manager (Consumer Durables & Household)

Aug'16 till Oct'19

- Drive sales, distribution & merchandising of Consumer Goods, recommend strategic plans and reviews; prepare & implement action plans and resolve internal & external issues pertaining to S&OP.
- Identify market needs, trends, demand & supply patterns, track competition and recommend extensions in product lines, new product categories, packaging designs and service enhancement exercise.
- Maintain and expands customer base by counseling front line sales representatives; building and maintaining rapport with key customers; identifying new customer opportunities.
- Meet sales financial objectives by forecasting requirements; preparing an annual sales budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Nurture commercially productive business relations with traditional and non-traditional distribution partners and retailers across UAE.

Highlights:

- Added 12 new high contributing sales accounts bringing in 30% increase in the overall sales
- Improved sell out rate thru retail distribution partners reducing sales return rates by 40%

Fathima Group of Companies L.L.C. (Dubai-UAE)

Business Head - (FELTRON - Electronics and Home Appliances) - 2014 – 2016

- Manage business operations such as sales, product management, sourcing, profitability and business planning towards revenue growth of 'Feltron' consumer goods and Household
- Responsible for annual business plan, Sales and Marketing budget with gross profitability factor, goal setting and directing day-to-day operations to achieve objectives.
- Negotiated Distribution agreements covering yearly sales targets, rebates, stock rotation and payment structures with partners in traditional and modern channels.
- Ensured optimum brand/product visibility in the leading outlets thru planogram check, dedicated self-space, in-store branding and implementation of self-talkers.
- Constantly monitor and evaluate the Potential / Performance of Distributors /channel partners and tune them to produce better results and effective ROI

- Mentor a **#42 member** multi-tasking team of frontline sales, logistics and back office Staff.
- Plan and design channel and account wise marketing activity calendar covering major National / Seasonal and Retailer events.
- Conceptualize media campaigns. Online presence, Roadshows, TV & Radio Spots.
- Worked closely with team members in devising liquidation of ageing stocks.
- Prepare periodic purchase plan and approve order placement against material required.
- Travel frequently to trade exhibitions and factories in far-east mainly **Hong Kong and China**.

Highlights:

- Raised annual sales volume within two years, growing from Aed 28 million to Aed: 40 million.
- Introduced a new range of Personal Grooming products contributing 10% to top-line.
- Inducted market savvy models in Appliances improving category revenue by 30% and GP margins by 5%.
- Opened **new export markets** of Oman, Qatar, Sri Lanka and Tanzania generating combined yearly revenue of Aed 4.5 million.

ITL Cosmos Group. (Dubai- UAE)

Sales Manager - (SHARP - Consumer Electronics and Home Appliances) - 2011 – 2014

- Oversee sales of SHARP Electronics & Appliances in modern retail & dealers channel across UAE.
- Sales forecasting, formulation and implementation of sales plan and achieving the sales targets for the team.
- Managed relationship with large format stores like Sharaf DG, Emax, Plug-Ins, Jacky's, E-city, Jumbo, Lulu, Carrefour, Geant and Hyper-Panda.
- Led a team of **#80** (Area managers, KAM and Merchandisers) to achieve mutual business objectives.
- Articulated go-to-market (GTM) strategy to maximize distribution coverage and Sell-In/Sell-Out activity.
- Sales forecasting, formulation and implementation of sales plan and achieving the sales targets for the team.
- Negotiate Annual Trade agreements covering Rebate structures, product / SKU listing, promotions, display matrix, booklet feature, promoter placement and event participations with the category managers.
- Devise aggressive price, discounts, bundle offers and catalogue inserts during DSF, DSS, Gitex Shoppers, Back-to-School and Seasonal Retailer events.
- Assisted sales team to achieve sell-in/ sell-out, clear operational issues regarding sales, service and supply chain.
- Worked along with marketing dept. during marketing campaigns, product launches and market activities.
- Interacted with Sharp Middle East FZE (SMEF) on product forecast, selection, new product launch, stock ordering, pricing, promotion/event support, ATL & BTL programs and product training for sales.
- Prepared presentations; provide reports to senior management with up-to-date feedback on customer, consumer, competition, market, product, pricing and sales volumes.

Highlights:

- Topped an annual target of Aed: 96mIn in 2014 from Aed 66mIn in 2012
- Reinstalled LED panels business into Carrefour with an annual target of Aed12mIn in 2013
- Successfully negotiated & implemented 'Large Screen Wall' concept with Carrefour (MoE, Deira & Mirdiff city centre) for display of SHARP 60"/70" & 80" LED panels improving units sales by 40%
- Opened up displays for SHARP Air purifiers in key outlets of SDG, Emax & Plug-Ins garnering an average monthly sale of 450unit.
- List SHARP in E-City in 2014 with an annual turnover target of Aed 3.6mIn.

Star-Gallery General Trdg LLC - (Dubai - UAE)

Business Manager - (Polaris - Electronics & Kitchen Appliances) - 2010 – 2011

- Lead Imports, Re-exports & Distribution of products in Electronics, Personal care and Home Appliances.
- Manage product, procurement, distribution & team performance.
- Cater to a client base in UAE & Export markets.
- Maintain vendor relationship and procure material directly from manufacturers.

V.V & Sons L.L.C. (Bhatia Brothers) - (Dubai-UAE)

Exports, Sourcing & Procurements - (SANSUI - Consumer Electronics & Home Appliances) – 2006 - 2010

Joined as Assistant Manager - Exports to develop sales footprints into untapped International markets, appointing distributors and moving bulk containerized cargos.

- Assistant Manager – Exports:
- Peak an individual sales target of **Aed18mIn/p.a.**
- Analyse market dynamics per country, product to formulate local sales strategies and business plans to enhance / support the development of business in the regions
- Developed new distributor partner /new channel and retain relationship.
- Liaison closely with internal depts to ensure client queries, orders, shipments, documentation, product

certifications, payments and service issues are dealt appropriately.

- Visit markets to identify added business potential & relevant information.
- Worked with supply chain dept. on closing bulk deals and FCL cargos on direct shipment basis terms.
- Conduct market visits to understand trends, distributor's business model and competitor activities.

Highlights:

- Appointed distributors in Mauritius, Madagascar, Oman, Qatar, Tanzania, Kenya, Uganda, Cameroon & Gambia.
- Motivated partners towards direct shipment for bulk & FCL cargoes contributing to 30% growth in sales.
- Supported Distributors with customized product offering as per market needs to achieve & maintain optimum performance of products

Promoted as Sourcing & Procurement Head to work closely with domestic & export teams in optimizing product offers, strategic sourcing, tactical supplier management & procurement directly impacting the brand/division's P&L

Sourcing & Procurement:

- Sourcing & Procurement: Headed **procurement of 250 SKUs including** TVs, Home Appliances (Aircons, Refs, Washing Machines, Gas Cookers, and Microwaves), Personal Grooming, Consumer Goods and Accessories.
- Vendor Selection: Collaborated with vendors based on KPIs - Quality, Lead Times, MOQs, Price, After-sales support Warranties, Manufacturing capability, RD strength, Certifications and Industry Goodwill.
- Purchase Planning: Incorporated inputs from sales & marketing team, devise a purchase plan, procuring market compatible models latest in terms of technology, quality, design, price, quantity and availability.
- SKU Monitoring: Streamlined major product line-up, replaced slow moving, low yielding, technologically outdated SKUs with competitive trendy models positively impacting top line and bottom-lines by +10%.
- Brand Licensing: Jointly negotiated brand licensing with principals for Major & Small Domestic Appliances.
- Forecasting: Provided vital inputs in Sales/Purchase forecasting, budgeting and planning process.
- Pricing & Bench-marking: Performed costing and price mapping as per market dynamics
- Bulk Buying: Negotiated and secured profitable deals through bulk purchases and deferred shipments.
- Order & Re-order: Reviewed inventories, identify re-order points and release LPOs as required.
- Shipment Tracking: Ensured goods are shipped out from factories and received as planned.
- Spare Parts: Secured adequate supply of spare parts and negotiated closure of compensations if any.
- Market Mapping: Conducted market visits to map competition and current trends in the region.
- Trade Fairs and Exhibitions: Frequently travel to Hong Kong and China to explore sourcing opportunities.

Highlights:

- Developed partnerships with premium manufacturers like **Hisense, Midea, TCL, Konka, Chanhong, Galanz, Simfer (Turkey)** into company's vendor list.
- Negotiated, sourced & supervised pricing for 250 items with an annual purchased value of US\$8 million
- Introduced market savvy range of Televisions, Portable DVD players, H/Theatres, Micro-Systems, W/Machines, Refs, Microwave Ovens, Water Dispensers, Vacuum Cleaners.
- Encouraged & initiated the concept of catering to large volume export orders with cross trade shipments lowering the handling cost per transaction, improving the topline by 25% and bottom-line by 4%.

Rnick International Trading L.L.C. – (Dubai-UAE)

Sales & Business Development Manager - (Wholesale, Exports & Re-export) – 1997 – 2005

- Import & Re-Export of Consumer Goods, Electronics and SDA under the brand name 'Germann'
- Drive bulk sales to direct clients based in CIS, Africa, GCC and Middle-East.
- Garnered trading transactions from re-exporters based in Dubai and Jebel Ali.
- Managed daily duties like Sales, PSI, deliveries, and inbound and outbound shipments.
- Procured product range across the various product categories.
- Negotiated purchases from factories, HK exporters and local indenters.
- Regularly visited Trade exhibitions in Hong-Kong and China.
- Negotiated the best possible prices to improve bottom lines.

EDUCATION

- B.COM (Second Year) - Vivekananda Education Society – Mumbai – India.

PERSONAL DETAILS

- | | | |
|----------------------------|-----------------------|-------------------------------|
| • Marital Status: Married. | • Gender: Male. | • Visa status: Valid (Dubai). |
| • Nationality: Indian. | • Address: Bur Dubai. | • D/License: Valid (UAE) |