

Profile Summary

Versatile and results-driven professional with expertise in category management, sales strategy development, and data analytics. Adept at driving business growth through innovative approaches, cross-functional coordination, and strategic decision-making. Seeking a challenging opportunity in a dynamic sector where my skills in market analysis, vendor management, and operational efficiency can add value to the organization.

Key Achievements

- Achieved 100% sales target through strategic product placement and innovative promotional campaigns.
- Trained and mentored 20+ Store teams on category management best practices (Indenting, PO Process), leading to enhanced operational standards.
- Enhanced customer satisfaction by 15% with better displays and product availability. Boosted footfall and retention by 20% through effective merchandising strategies.
- Attained a remarkable LFL and MOM growth across pune stores within F&V category.

INDUSTRY INTERFACE**Reliance Retail Ltd.****JUNE 2023****Department- Fruits and Vegetables****Designation- Assistant Manager****Location – Pune, Maharashtra****Key learning's:**

- Experience with Reliance retail ltd. in category handling for formats like Smart point.
- Assortment planning for fruits and vegetable category ensuring maximum product range.
- Handling both CPC and Direct vendor sourcing Fruits and Vegetables supplies in various cities.
- Planning and execution of promotions, sales strategies with category and store team.
- Deciding upon offers and planning store to store SKU targets to achieve sales and margin targets.
- Indenting: Consolidation of daily indent from stores, rechecking and made correction based on offers and inventories.
- Store Visits: Visiting stores regularly, guiding them on planograms, displays and product handling also offer zone for offer sku's.
- Benchmarking: Competitors benchmarking on product availability and prices for effective pricing.
- Coordination: Coordination between category & store team on day-to-day basis.
- Follow up with Buying team to ensuring fill rate to be met on daily basis.
- Sales report generation and follow up with store team for sales growth.
- Conducting Quality training programs at stores for Product handling and display norms.
- Compilation of good display execution snaps for Monday review meeting.
- Compilation of Jiomart offers form various regions of Maharashtra.

INTERNSHIP (VNR SEEDS LTD)**April 2022'-Jun'2022****Intern-Sales & Marketing****Project Title:** - Marketing potential of hybrid Maize seed business in Aurangabad (Chh. Sambaji Nagar) Territory.**Location: Aurangabad****Key learning's:**

- Morning Farmer Meetings at different location.
- Farmer Meeting and Campaigning through Posters, Banners at Retail Shop
- Arranging the Field Demonstration and reviewing their Feedback
- Regular Field Visits and taking Feedback from farmers

- Create awareness among the farmers about selection of right and effective Seeds.
- Visit to retailers and convince them company policy and benefits.
- Solve farmers problem during field visit.

Key Skills

- Category Management
- Vendor Management
- Data Analytics and Reporting
- Strategic Planning
- Cross-Functional Collaboration
- Sales and Marketing Strategy

Achievements

CERTIFICATIONS	Digital Marketing RAWE- (Rural Agriculture Work Experience) Live Project- Animal Feed Industry.
VOLUNTEER EXPERIENCE	NSS Member. Rotary Club of MITCON. Lions Club of Pune

Education

PGDM-Agribusiness Management
2021-2023
MITCON institute of Management, Pune

Percentage: 80%

B.Sc. (Hons) Agriculture
2017-2021
MPKV, Rahuri

Percentage: 77%

HSC
2015-2017
TMC college Ichalkaranji, Kolhapur

Percentage: 68%

SSC
2014-2015
Bhavani High School Atpadi, Sangli

Percentage: 90%

INTERESTS

EXPLORE NEW DESTINATION BY CAR, TO WATCH MOVIES

LANGUAGES KNOWN

MARATHI, HINDI & ENGLISH