**CURRICULUM VITAE**

**Deepak A.Kapoor**

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**Date of Birth: 20th August 1975**

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Experienced professional with excellent management, sales, marketing, presentation and business development skills. Determined, committed, highly motivated and able to liaise with people at all levels of responsibility. Recognizes that high levels of service and excellence are only achieved through a knowledgeable, dedicated and motivated team.

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| **CAREER HISTORY** |

**Current Company : J.G.HOSIERY PVT. LTD., ( BRAND : SPORTO RED & ZOIRO )**

**Designation : DEPUTY REGIONAL SALES MANAGER – NORTH**

**Profile : Channel Sales / Distribution**

**Tenure : March 2020 till date**

Objective : To attain the leadership position in the market & strong brand positioning by continuous product placement & increasing the market share.

**Roles & Responsibilities :**

Manage the sales and operation of the channel sales for brand Sporto Red & Zoiro.

Manage the distribution network efficiently.

Strategizing the long-term business plan with channel partners.

Linking maximum retailers with the distributors.

Ensuring right product placements at distributors end for Sporto Red & Zoiro.

Product placement at retail stores.

Ensuring the availability of the right merchandise at retail counters.

Brand positioning & advertising by creating awareness.

Smooth operations for conventional trade.

Ensuring smooth and timely supply of the right merchandises.

Budget and Forecasts

Setting up team targets & it’s smooth achievements.

Complete monitoring of outstanding collection and receivables/ market and store visits/VM activities/ Coordination with design team for market feedback/ handling team of 8 TSE.

**Previous Company : JET KNITWEARS LTD., ( BRAND : JET LYCOT AUSTRALIA )**

**Designation : ZONAL SALES MANAGER – NORTH**

**Profile : Channel Sales / Distribution**

**Tenure : July 2018 till March 2020**

Objective : To attain the leadership position in the market & strong brand positioning by continuous product placement & increasing the market share.

**Roles & Responsibilities :**

Manage the sales and operation of the channel sales. Product terry towel and bed linen.

Manage the distribution network efficiently.

Strategizing the long-term business plan with channel partners.

Linking maximum retailers with the distributors.

Ensuring right product placements at distributors end.

Product placement at retail stores.

Ensuring the availability of the right merchandise at retail counters.

Brand positioning & advertising by creating awareness.

Smooth operations for conventional trade.

Ensuring smooth and timely supply of the right merchandises.

Budget and Forecasts

Setting up team targets & it’s smooth achievements.

Complete monitoring of outstanding collection and receivables/ market and store visits/VM activities/ Coordination with design team for market feedback/ handling team of 6 ASM/TSE.

**Previous Company : SHARADHA TERRY PRODUCTS LTD., ( BRAND : MICROCOTTON )**

**Designation : ZONAL SALES MANAGER – NORTH**

**Profile : Channel Sales / Distribution**

**Tenure : July 2016 August 2018**

Objective : To attain the leadership position in the market & strong brand positioning by continuous product placement & increasing the market share.

**Roles & Responsibilities :**

Manage the sales and operation of the channel sales. Product terry towel and bed linen.

Manage the distribution network efficiently.

Strategizing the long-term business plan with channel partners.

Linking maximum retailers with the distributors.

Ensuring right product placements at distributors end.

Product placement at retail stores.

Ensuring the availability of the right merchandise at retail counters.

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**June 2012 – July 2016 Rupa & Co. Ltd., ( Bumchums ) Business Development Manager**

**Key Responsibilities and Achievements:**

* To appoint new distributors, generating business through dealer channels in the Delhi, Western UP & Uttranchal**, Haryana/ Punjab/ HP & J&K.**
* To exceed monthly/annual sales targets and manage product promotional campaigns
* To deliver product launch presentations
* To collate and evaluate dealer feedback and, produce consumer and market trend/behavior analyses
* **To monitor advertising and promotional activities of company.**
* **Impact of merchandise at Multi Brand Stores**
* To receive, assess and respond to dealer feedback
* **To manage and lead a big team of Two ASM’s, 5 Sales Officers**
* **Operating through 4 Agents, 45 Distributors and 12 Wholesalers.**

**Feb 2009 – June 2012 Total Wardrobe Solutions ( Belmonte ), Area Sales Manager**

**Key Responsibilities and Achievements:**

* To appoint new dealers generating business through dealer channels in the National Capital Region
* To exceed weekly/monthly/annual sales targets and manage product promotional campaigns
* To manage Key Accounts within assigned region
* To deliver product launch presentations
* To collate and evaluate dealer feedback and, produce consumer and market trend/behavior analyses
* **To monitor advertising and promotional activities of Belmonte stores and MBOs, converting MBOs into EBOs, maintaining SIS for company.**
* **Impact of merchandise at Belmonte stores**
* To receive, assess and respond to dealer feedback
* To manage and lead a big team
* Operating through DCA ( Del Crada Agent )

**Feb 2007 - Feb 2009 Gangotri Textiles Ltd, ( Tibre ) Manager, Sales** **North**

**Key Responsibilities and Achievements:**

* To appoint new dealers generating business through dealer channels in the North, Specially in Delhi NCR.
* To manage different clients' product needs and specifications
* To collate and evaluate dealer feedback and, produce consumer and market trend/behaviour analyses
* **To provide expertise and assistance to the franchisees in creating a unique ambience and visual impact of merchandise MBO’s etc.,**
* **To manage staff which includes the C & F.**

**Nov 2005 - Feb 2007 Raymond Apparel Ltd, ( Park Avenue ) Assistant Manager, Sales**

**Key Responsibilities and Achievements:**

* To appoint new dealers generating business through dealer channels in the National Capital Region
* To manage different clients' product needs and specifications
* To collate and evaluate dealer feedback and, produce consumer and market trend/behaviour analyses
* **To provide expertise and assistance to the franchisees in creating a unique ambience and visual impact of merchandise at Raymond stores, MBO’s etc.,**
* **To manage staff which include the CFA**

**Apr 2003 - Nov 2005 Zodiac Clothing Company Ltd, Assistant Branch Manager**

**Key Responsibilities and Achievements:**

* To appoint new dealers generating business through dealer channels in the National Capital Region
* To exceed weekly sales targets and manage product promotional campaigns
* To manage Key Accounts within assigned region
* To deliver product launch presentations
* To collate and evaluate dealer feedback and, produce consumer and market trend/behaviour analyses
* **To monitor advertising and promotional activities of Zodiac stores and MBOs converting, MBOs into EBOs**
* **To provide expertise and assistance to the franchisees in creating a unique ambience and visual impact of merchandise at Zodiac stores**
* To receive, assess and respond to dealer feedback
* **To handle Institutional Sales**
* To manage and lead a big team

**Dec 1998 - Apr 2003 Charlie Creations Pvt Ltd, ( Charlie/Koutons ) Senior Sales Executive**

**Key Responsibilities and Achievements:**

* To generate new dealers
* To receive, assess and respond to dealer feedback
* To deliver product launch presentations
* **To manage the Company's franchisee operations**
* To manage the Company's Key Accounts

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| **EDUCATION AND PROFESSIONAL QUALIFICATIONS** |

* 1991 - 1994 Kanpur University - B.Com.
* 1996 - 1997 Bhartiya Vidya Bhawan, Mumbai (Nodal Center, Kanpur) - Post Graduate Diploma in Sales and Marketing (approved by AICTE, Government of India)

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| **HOBBIES AND INTERESTS** |

* **Reading, Current Affairs, Cricket and Travelling**

**REFERENCES AVAILABLE ON REQUEST**