



**OBJECTIVE : -**

My objective is to join an Indian Multi-National or an international company to contribute positively to its domestic and or international developments.

**THE CANDIDATE: -**

- 1 25 + years of National, Multinational and Multicultural Professional experience with blue-chip Mfg & Trading companies in Middle – East,Africa ,Malaysia,Thailand,Chinese and Indian markets.
- 2 20 + years of General Management experience within an international environment.
- 3 Strong background of the Front -line Sales / International Marketing/ Commodity Processing / Logistics /Distribution / Bulk Commodity Sourcing and Purchasing & Quality control procedures ( Standard Operating Procedures ) for perishable produce.
- 4 In depth knowledge of different markets: India ,GCC , Africa ,Malaysia,China.
- 5 Highly motivated with financial, commercial and strategic skills.
- 6 Opening and managing subsidiaries, sales branches and distribution centers with full P&L responsibility.
- 7 Defining and implementing Business and Media Plans;
- 8 Designing and implementing consumer/trade marketing activities;
- 9 Recruiting, managing, training and motivating -multi-ethnic- people (on-job training, sales contests, sales commissions schemes..);
- 10 Developing direct distribution including : retail and merchandising, routes planning, route settlement, SKUs rationalization..;
- 11 Identifying, appointing and managing distributors/wholesalers (local and export markets);
- 12 Implementing internal control procedures and reporting systems;
- 13 Drafting and negotiating various sales contracts (exclusive deals, , distribution contracts.)
- 14 Working with key accounts (schools/universities, Supermarkets ( Modern Trade) , shopping malls, Hypermarkets, Star Hotels, up market holiday resorts ( *HORECA*) and other institutional / bulk buyers );
- 15 Experience in inventory management and production scheduling , Warehousing and Cold Logistics.
- 16 Sound understanding of modern communication tools: Internet, Intranet, Microsoft Office Etc.

### **General Profile**

**Name** :- Prasad B Joshi  
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**Mobile –** :- +919011238987  
**Email** :- [prasadjoshi30@gmail.com](mailto:prasadjoshi30@gmail.com)  
**Date of Birth** :- March 27, 1967  
**Marital Status** :- Married  
**Current Location** :-Mumbai – India  
**Cost to Company** :-INR 18.00 Lacs Per Annum ( Gross) plus Car and perks commensurate with designation.  
**Salary Expected** :- Negotiable  
**Passport #** :- Z1575932 Valid until December 2024  
**Joining Time required** - One month after receipt of confirm letter of offer.  
**Languages Known/spoken** - English, Hindi, Arabic, Kiswahili, Gujarati, Marathi

### **Total Years of Experience: 25+ Years**

**Location Preference:** No preference (100 % Mobile, if given a family status )

### **Education**

**B.Sc (Electronics)** in 1990 from Fergusson College, Pune - Pune University , Maharashtra .India

**Post Graduate Diploma (Advertising & Marketing)** in 1991 from Symbiosis Institute of Business Management , Pune, Maharashtra, India .

### **Working Experience. -**

#### **M/s Liberty Exim & Trade India Private Ltd**

**From Jan 2014 till March 2017**

**From April 2017 till Date**

( [www.libertyexim.com](http://www.libertyexim.com) )

**Designation** – General Manager.

**Products** – Packaged Food , Canned Food , Frozen Food , Wine & Spirits (Alcoholic Beverages), Agro-Commodity, Seafood , Meat & Poultry , Processed Fruit & Vegetable Etc.

#### **Profile –**

- To identify , appoint , Importers , Country wise distributors , retail Chains , Explore Private Label Opportunities, Bulk Buyers, Co-packers Etc.
- To Identify appoint Vendors , suppliers , co-op Etc of the above products.
- To negotiate appoint Custom clearing agents , Logistics Services Providers ( Wet & Dry) Etc.
- To interview , appoint Personell of various skills at various levels in different

departments like Sales , Warehousing , SCM , Purchase Etc.

- Reporting to the Executive Director.

**Acheivements – Appointed Importers & Distributors** for Kenya , Tanzania ,. Uganda , Sudan ,Ethiopia , Nigeria , Yemen , South Africa and other markets in South & West Africa.

- **Listing** of Products in Shoprite Checkers , Uchumi , Nakumatt , Kings Supermarket
- and approached a dozen retail chain with full commercial proposals.
- Interviewed ad appointed BDM for Markets mentioned above.

## **M/s Congo Frais S.A.R.L**

**Duration** – June2017 – May 2018

**Designation** – Managing Director

**Product** – Seafood , Meat & Poultry

**Head Quarter** - Kinshasa

**Area of Operation** – Central & South Africa ( DRC,Zambia,RDC,Namibia)

**Job Responsibilities : -**

- ➔ Help achieve international strategic sales goals to meet corporate objectives and increase market share and profitability of products worldwide.
- ➔ Prospects and develops new international accounts.
- ➔ Cultivate existing international accounts.
- ➔ Develops and localizes comprehensive sales plans and programs for international regions, consistent with market demands and long-term profitability.
- ➔ Researches, analyzes, and monitors financial, technological, and demographic factors of international markets to capitalize on market opportunities and minimize effects of competitive activity.
- ➔ Meeting with key clients, builds relationships, negotiate and close deals.
- ➔ Coordinates liaison between operations and customers.
- ➔ Analyze and controls expenditures of his promotional allowances to conform to budgetary requirements.
- ➔ Prepares periodic sales report showing sales volume, potential sales, and areas of proposed client base expansion.
- ➔ Monitors and evaluates the activities and products of the competition
- ➔ Familiar with international Seafood-business concepts, practices, and procedures.
- ➔ To Achieve pre-defined international sales targets
- ➔ Strong communication and presentation skills and a thorough knowledge on various African markets
- ➔ Head of the Business & Ops.

## **At M/s Allanasons Limited**

March 2013 Untill November 2013

**Designation** - General Manager ( Exports)

**Product** – Meat , Poultry,Fruit Pulp.

**Area of Ops** – African Continent.

Profile –

- ➔ Responsible for Complete gamut of sales & Marketing of Product range in Africa
- ➔ Keen Knowledge of Foreign trade, product registration process of major African countries
- ➔ Keeping the HO updated about the latest changes / revision in custom duties local levies Etc
- ➔ Identify markets, set targets, track and monitor progress,
- ➔ Co-ordinate, and monitor and give feedback to effectively manage and meet sales targets.
- ➔ Analyze market conditions, judge market potential,
- ➔ Select and appoint stockists to push sales through higher penetration.
- ➔ Communicate to and ensure compliance off collection norms by stockists,
- ➔ Co-ordinate with stockists, Field Force and commercial.
- ➔ Guide, support and train sales staff and provide necessary Inputs in developing the competencies.
- ➔ Manage and monitor inventory at CFA to ensure equitable distribution and availability of stocks across the territory.

**February 2007 Till Dec. 2012 at Sarsan Foods India Private Limited** – ( Part of 550 Million Usd Sarsan Group Dubai.)( [www.sarsanfoods.com](http://www.sarsanfoods.com))

**Designation** – Head - Indian Operations . ( August 2009 Onwards)

- General Manager – Intl.Business Based at Dubai ( Feb07 - Aug09) (Africa & Middle-east)

**Products** – Branded Fmcg – Food , , Wine&Spirits(Alcoholic Beverages) Meat & Poultry , Frozen Food , Processed Food , Bulk Agro Commodities , Processed Fruit & Vegetable , Wheat Flour , Spices Etc.

**Job Profile** –

- ➔ Earlier **General Manager – Intl. Business For Africa & Middle –east.**
- Head of Indian New Business Ops.
- Setting the infra in place for Trading / Distribution / Imports & Exports of Agro-commodities in Africa , Middle-east & India.
- Sourcing Agro commodities from worldwide into Middle East and Indian market.

- Co-ordinating sales to Various **Super markets , Cash N Carry & HORECA Segments.**
- Setting up a network for exports of Fresh & Processed Vegetables from Indian market to Middle East ..
- Trading in Rice , Wheat Flour , Pulses and beans in Indian , GCC & African market.
- Setting up the mechanism in place for effective distribution of various products into Retail/Institutional , Traditional & HORECA Markets in India , Middle-east & Africa.
- Setting up cold storage warehouses all over India in both Urban and Rural Parts – responsible for getting sarsan foods India to go in JV with Glenn Cold Logistics – Australia for setting cold Storage's / Meat Processing Plants in India .
- Setting up business associations and MOU with Agro commodity buyers / Seller from worldwide.

January 2001 - June 2006 at Besco (Africa) Pty.Limited

(One of the Largest Food Fmcg distribution / Trading co.in Africa) |([www.besco-africa.co.za](http://www.besco-africa.co.za))

**Product – Processed Food Products ,Frozen Food , Dairy ,Meat & Poultry , Agro-commodities in Bulk.**

**Designation – General Sales Manager – Trading.**

**Job Profile:**

- Achieve targeted sales of Besco range of products in Western / Eastern Africa.  
Identify and classify potential cities/towns /districts/and respective markets for the product and create a line of distribution.  
Generate city/ town/ market wise MIS of **Retail , Wholesale & HORECA.**  
(Monitor primary & secondary sales to achieve market penetration and submit monthly report on actual Vs Budgeted )  
( Develop local strategies for improving market penetration. )
- Market intelligence & remedial measures  
Conduct market surveys / consumer survey from time to time for developing / strengthening product & promotions strategies. Launch brands / lines that meet the need of masses.  
support & build brand by way of implementing devised promotional plans- advertising and sales promotion  
Liaison with the local advertising agency / pr agency for effective brand communication output and implementation.  
Organize meaningful events to promote brand & increase sales  
Participate in relevant trade fairs / exhibition for enhancing brand and company image / explore opportunities..
  - Provide field training to the field assistants / route agents .
  - Keeping the HO updated about the latest changes / revision in custom duties local levies Etc
- . Identify markets, set targets, track and monitor progress,
  - co-ordinate, and monitor and give feedback to effectively manage and meet sales targets.
  - Analyze market conditions, judge market potential,
  - select and appoint stockists to push sales through higher penetration.
  - Communicate to and ensure compliance off collection norms by stockists,
  - co-ordinate with stockists, Field Force and commercial.

- Guide, support and train sales staff and provide necessary Inputs in developing the competencies.
- Manage and monitor inventory at CFA to ensure equitable distribution and availability of stocks across the territory.
- Review operations on regular basis in distribution, POS., damage, sales promotion and all financial and people resources to optimize resource utilization

#### **Achievements:**

- ➔ Successfully launched Besco – Wheat Flour & Besco – Cheese in the markets of West & East Africa.
- ➔ Mapping & route planning of West & East Africa Major Cities.
- ➔ Identifying & appointment of local trade distribution partners ( Local Agents ).
- ➔ Exports to various African countries like Egypt/Morocco / Tunisia / Libya / Nigeria. ( North Africa)
- ➔ Participation in various exhibitions in Africa.

#### **July 2000 – Jan 2001 at Milly Fruit Processors (Kenya) Limited**

**Product – ‘Picana’ Bottled Fruit Juices & ‘Vimto’ Carbonated Soft Drinks**

**Designation – General Manager – Operations.**

**Job Profile : -**

- **Supervise & Monitor Sales & Production Operations**
- Managing Pan Kenya Sale thru Dealer-Retailer network
- Managing HORECA & Supermarket sale
- Tracking Primary sales & Secondary sale
- Budgeting & planning production , Purchase & sales (ERP)
- Responsible for P&L of app.4million Usd(\$) & 120 employees

#### **October 1993 –June 2000 at Pepsicola India Marketing Co. Ltd**

**Product - Carbonated Soft Drinks , Fruit Juices & Mineral Water.**

**Designation - Joined as – Executive Customer Service on 02/10/1993**

**Promoted as – Sr. Executive Customer Service on 2/04/1995.**

**Promoted as – Sr.Customer Co-ordination on 05/05/1999.**

**Job Profile:**

- To achieve the Quarterly Primary monthly secondary targets & range selling
  - \* Channel management and network penetration plan
  - \* Quality merchandising and strict adherence to display norms
  - \* Key account management and range selling at retail and distributors points.
  - \* Claims management and minimization of defective generation
  - \* Tracking **distributor ,HORECA , key** retail and direct dealer outlets
  - \* imparting training to distributor salesman , route salesman and Franchise demonstrator market sales trends ,

Price changes and competitor scheme.

\* Sales forecast and target achievement

- Achievements
- \*Opened 3 distribution centers with 80 van sales trucks;
- \*Conducted route/sub-route planning for the Direct distribution
- \*Recruited and trained sales people and implemented incentive & commissions scheme
- \*Participated in the Management Information System implementation
- \*Defined local merchandising standards
- \*Conducted Home and Trade glass injections succeeded to implement exclusive deals with schools/universities, Army units, gas stations, and restaurants.
- \*Identified and appointed distributors (in remote areas) Implemented Sales Reporting System including: Route Settlement System, Assets Tracking System, Key Distribution Performance Indicators.
- \*Placed 900 coolers and various merchandising materials
- \*Developed a pre-sale system in some inaccessible areas
- \*Implemented coolers throughput control system
- \*Conducted UTC promotion and other loyalty promotions

**Achievements : -**

- Handled **various Distributors & HORECA** segment in Western Maharashtra.
- Responsible for Volume, Growth, Distribution, New Product Launches, handling a team of 15 Distributors.
- Achieved an **Overall Market Share of 40%** from **15%** in the same period across the territories.
- Coordinated with Logistics and Supply Chain from time to time to ensure smooth pipeline management.
- Recipient of '**Best Executive' Award** on December 1997.

**July 1991 – August 1993 at Pidilite industries Ltd**

**Product** - "Fevicol" brand Adhesives, Stationery items, Etc.

**Designation** - **Officer – Sales ( Trainee)**

**Promoted as a – Sales Officer on 12/11/1991**

**Job Profile:**

- Retailing Order Booking & Merchandising
- Handling 2 distributors & extensive dealer-retailer network.
- Monitoring Strict Credit Control over the given territory.
- Launching new products schemes etc in the territory.
- Sales forecast & target achievement.
- Reporting to the Branch Manager.