

## CURRICULUM VITAE

### ALPESH DHIRAJLAL SHAH

A 18 / 16, Siddhivinayak Society  
M G Complex, Sector- 14, Vashi – 400 703

Mob #: 09324503214

E- mail: [1978alpeshshah@gmail.com](mailto:1978alpeshshah@gmail.com)

[linkedin.com/ in/ alpesh-dhirajlal-shah- 9324503214](https://www.linkedin.com/in/alpesh-dhirajlal-shah-9324503214)



*A strong desire to transform “as- is” organizations into “to- be” market and industry leaders with keen understanding of sales techniques in **FMCG or FMCD industry***

Come up with new ideas and solutions for enhancing business, productivity, and improvement in the work process. Willingness to learn and take additional responsibilities to become more successful

### PROFILE SYNOPSIS

- ✓ Accomplished professional with **nearly 24 years** of extensive experience in Business Operations, Sales & Marketing, Key Account Management and Process Management.
- ✓ Presently associated with **ABHAYA EXPORTS PVT LTD**
- ✓ Exposure in devising and implementing business strategies aimed at enhancing organizational efficiency and ensuring completion of planned tasks within specified timelines and budgets.
- ✓ Adept in establishing & developing relationships with key clients & decision - makers for revenue generation; skilled in spearheading marketing & business development projects.
- ✓ An enterprising leader & team player with abilities in leading multi - skilled large teams to achieve organizational goals by the use of the industry best practices.

### CAREER ACHIEVEMENTS

- ✓ Build up distribution structure growth over average 25 % to 30 % P. A for domestic Sales especially for exporters with **TIT- BIT Foods (INDIA) Pvt. Ltd.**
- ✓ Handling Sales Area Mira Road to Dahanu and Vasai to Thane for local Sales with own proprietorship ( START - UP) **SHUBH AGENCY**

### PRODUCT KNOWLEDGE

- FMCG Food & Grocery Items
- Spices- whole, Grounded & Blend
- Grain, Pulses & Lentils (Dals)
- Rice, Wheat & Flour
- Jaggery, Pickle & Papad
- Dry fruits, Ayurvedic & Others

## **CAREER CONTOUR**

Current Organization:	<b>OMSOM GROUP</b> As a Sales Manager	<b>3 Month's</b>
Profile:	Sales of <b>BASMATI &amp; NON-BASMATI RICE PRODUCT</b> Sales of Omsom Regional Rice for Exporters	
Worked With:	APMC Market Vashi (Masala ,Danabandar & others)	

Current Organization:	<b>ABHAYA EXPORTS PVT LTD</b> As a Purchase Manager	<b>1 Year</b>
Profile:	Purchase of <b>SPICES &amp; FOOD STUFF PRODUCT</b> much easier and faster by providing the convenience of availability of all the requirements under one roof Special work managing Production and accounts	
Worked With:	APMC Market Vashi (Masala ,Danabandar & others)	

Past Organization:	<b>TIT- BIT Foods (INDIA) Pvt. Ltd.</b> As a Gen. Manager – Domestic Sales	<b>13 Years</b>
Profile:	Purchase & Sales of <b>FMCG</b> product for <b>Exports and Local Market</b> . Specialist in <b>SPICES, PACKING MATERIAL &amp; FOOD STUFF PRODUCT</b>	
Worked With:	Dhaval Marketing / Hinal Enterprise / Jejurkar Enterprises / Popat Raja & Sons / Taste' 1 Fine Food P Ltd. / Mohini Fine Foods Private Limited / Panky Exports Corporation and others....	

Past Organization:	<b>SHUBH AGENCY</b> Distributor & Super Stockiest ( <b>Proprietorship</b> )	<b>7 Years</b>
Profile:	Stockiest & super stockiest for FMCG Specialist in <b>CONFECTIONERY &amp; COLDRINKS RANGE</b>	
Worked With:	Kandos Confectionery:- Chaukel\ Super Car\ Tango Preety Biscuits:- Butter Glucose\ Preety Gold Parry' s Confectionery:- Coffee Bits\ Cera Milk\ Orange Candy Mahek Confectionery:- Jelly Cup\ Milk Nut\ Mobile Jelly Jap Agro Food's Ltd.:- Vasu Cold drinks \Mango Juices Kailash Food:- Energy \Rudra Lolly Pop Balaji Sales: - MDH Masala <b>etc....</b>	

## **EXPERIENCE BEFORE STARTING OWN BUSINESS - (4 Years).**

- Sales Representative – Local Sales - Kapil Trading Co.
- Sales of sugar, Grain & Pulses product for Local Market-Kamal Trading
- Accounts / Purchase - Sales in Cloth Market - Shubh Tailoring House
- Courier Services & Estate Agency – King Heart Estate Agency

## **PROFESSIONAL SKILLS:**

### **Duties & Responsibilities:**

- To carry out the briefing to Product with Minimum Order quantity , Area, Market, & Other technical information for the smooth flow of Businesses
- Maintain good quality product with a Test report, assurance recognized by Government bodies such as Spices Board, BRIT (BOARD OF RADIATION AND ISOTOPE TECHNOLOGY), Geo Chem. Proper Treatment Process – ETO – Steam sterilization- fumigation- gamma radiation, Cold Storage to ensure the best quality product and increase the shelf - life of the product.
- Product sales chain of various ways, distributors, retailers, e-commerce as per current market situations.

### **Key Strengths**

- Accuracy proper product procurement and Process with forecasting the future levels of demand and supply of products.
- Proper Process chain of finished products like sourcing the right product Drying, Cleaning, Color Sorting, Grinding, Blending, Coating, Roasting, Metal Detector, Quality Check and Standard Packaging, Private Labeling. And Ready to dispatch packing all under one roof.
- Good Contacts with Manufacturers, Traders, Brokers, Re - packers & Job workers as well as packing material supplier, Transporters
- Updated with Current Market affairs by a good source of vendors.

### **Technical Skills**

- Financial: Accounting Software ( Tally Prime and other)
- Operating System: Google Sheets & MS Office ( Excel, Word, Power Point)

### **Strong Points**

- Strong belief, ethical values & supportive family and friends.
- Aggressive & believe in work.
- Managing large teams as well as mentoring & guiding the team members; ensuring their overall development.
- Identifying manpower requirements through proper planning and analysis.
- Good Communication

**Academic Qualification:** B. Com- March 2000 - University of Mumbai  
**Religion / Caste / Native Place:** Hindu/Jain (Vaniya)/(Dehgam)/ Ahemdabad.  
**Language Proficiency:** Gujarati, Hindi, English, Marathi,  
**Hobbies:** Acting, Traveling, Chess & Making Friends

## **PERSONAL DETAILS:**

<b>Date of Birth</b>	12 <sup>th</sup> December 1978
<b>Father' s Name</b>	Late Shri. Dhirajlal Ratilal Shah
<b>Wife' s Name</b>	Mrs. Jalpa Alpesh Shah

**References:** Available upon request

**Date:** \_\_\_\_\_

**Place:** Vashi. (Navi Mumbai)

**( Alpesh D. Shah)**

**JAI JINENDRA**