



WEST ASSAM MILK PRODUCERS' COOPERATIVE UNION Ltd.

Juripar, R.K. Jyotiprasad Agarwala Road, Panjabari,
Guwahati – 781037

JOB INFORMATION:

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| Position | Executive (Sales & Distribution and Logistics Management) |
| Qualification | Full time Graduate in any discipline/ Post-graduate degree/Diploma in Business Administration (Marketing). |
| Experience | Must have 5 years' full time experience for Graduate/3 years' full time experience for Post Graduate in the field of marketing & sales in Dairy/ FMCG/ Retail/ Manufacturing sector. Candidates having experience in other sectors need not apply. |
| Computer Skills | Must have experience of using Internet based applications, using and working with MS Word, MS Excel and MS Power Point and other related applications. |
| Job Location | Silchar, Jorhat |

Age: Not above **33 years as on 1st January, 2024**. However, relaxation up to **3 years** may be given in case of candidate with and candidate with relevant experience.

Salary: CTC Rs.8.5 lacs- 10 lacs per annum including P.F & other Contributions. (Negotiable and commensurate with qualification and experience)

Main Responsibilities:

- Translate the business plan to area-wise, product-category-wise targets for retail and institutional sales.
- Analyze the market for milk and products and buyer behavior to prepare an implementable Marketing Model for continuous growth and market expansion with strengthening of the Brand "PURABI" in the designated area of operation.
- Prepare & maintain database of Routes, Sub routes and Retail Points and to map with the Demand/Supply.
- Arrange for market surveys to understand market requirements, SWOT Analysis to identify and resolve bottlenecks to ensure continuous growth.
- Liaise and coordinate with Production Team for supplies. Provide market feedback on existing products and also specific feedback for deciding new products.
- Develop effective schemes for Distributors and Retailers.
- Develop motivational factors for the sales Team so as to make them active in the field for continuous growth.
- Plan and implement capacity building of the sales force (design and execute incentives plans and sales promotion activities),
- Plan and execute cost effective logistics for the designated area to optimize cost per litre.
- Set up consumer grievance redressal mechanism and build a consumer connect system.
- Logistics / Warehouse management, Distribution vehicle management
- Crate Management system (Recon & Hygiene).
- Liaison with LMP, Security Personal, Manpower supplier etc.
- Damage Product Replacement.
- Delivery Note execution.
- Fuel allocation to in-house vehicles.
- Co-ordinate with vendors for timely arrival and dispatch of army supplies.
- Bill processing of hired vehicles.
- Wastage / Pilferage control.
- Set systems and processes to improve dispatch functions (equipment's, trolleys, wash basins, markings, bin cards, lightings etc.)

- Maintenance of cleanliness and hygiene at dispatch dock.
- Maintain roster of manpower, (specifically during festivals and occasions).

Desired skills:

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| <p>Skills/ Attributes: Technical</p> | <ul style="list-style-type: none"> • In-depth knowledge to undertake market demand analysis, analyzing the competition in the market, Knowledge of milk /dairy sector, Knowledge of supply chain management. • Manpower Management, understanding market /consumer behavior, Leadership abilities/decision making. |
| <p>Skills/Attributes: Social and Managerial</p> | <ul style="list-style-type: none"> • Ability to work effectively in teams. • Good communication, presentation and inter-personal skills. |

Reporting, Performance Review, Leave and Transfer Terms:

- The Executive will report to the Group Head (Marketing & Sales), WAMUL.
- Performance will be reviewed as per Key result areas (KRA). The remuneration may be enhanced on an annual basis as per prevailing rules, which will be performance based.
- The Executive will be eligible for paid leaves/Holidays as per the applicable norms/policy of WAMUL.
- For any authorized tour within the operational areas, he/she will be paid TA/DA as per norms/policy of WAMUL.
- Transferrable to any location of WAMUL operational areas, as directed from time to time.