



# Mohit Kumar Shakya

Commercial & Business Manager



 Khaitan Kuwait

 +965 66971442

 shakya mohit@yahoo.co.in

Results-driven Commercial Leader with 12+ years of experience in FMCG, retail, and supply chain management. Expertise in P&L optimization, ERP implementations, and market expansion, with a proven track record of driving 200% revenue growth and 40% cost reductions. Adept at leading cross-functional teams, negotiating high-value contracts, and deploying data-driven strategies to maximize profitability.

## Skills

- P&L Management | Budget Analysis & Contract Negotiations | Territory & Channel Development
- Industry Expertise & Branding | Business Development & Planning | Strategic Business Planning
- Sales & Customer Acquisition | Multitasking & Organization | Leadership & Team Building

## Work History

Apr'25 – Till Date

**Category Manager** *Trolley General Trading Company WLL, Kuwait*

- Develop and execute category strategies to achieve sales, margin, and inventory turnover targets.
- Monitor competitor pricing, promotions, and assortment to maintain market competitiveness.
- Analyse sales data (e.g., sell-through rates, basket analysis) to optimize product mix and shelf placement.
- Negotiate contracts, pricing, and terms with suppliers to improve margins and secure exclusivity.
- Build strong relationships with key vendors to ensure timely delivery and quality compliance.
- Evaluate supplier performance and manage risk
- Partner with Marketing to design promotions, campaigns, and in-store merchandising plans.
- Work with Supply Chain to forecast demand, minimize stockouts, and reduce excess inventory.
- Liaise with Finance to align category budgets with P&L objectives.
- Prepare Weekly/monthly/quarterly reports on category performance (KPIs: GM, Sales growth, Additional Income).
- Use tools like Excel, Power BI, or Nielsen data to derive actionable insights.
- Present findings to senior leadership with recommendations for improvement

**Dec'23 – Jan'25**

**Business Manager** *Yumzi General Trading Company (Venture of Hi & Buy), Kuwait*

- Boosted profit margins by 22% through strategic supplier negotiations and demand forecasting, tripling net profits for key SKUs.
- Fully managed relationships with both local and international suppliers for FMCG products, ensuring consistent supply chain efficiency.
- Negotiated contracts, pricing, and supply agreements to maximize value and maintain strong partnerships.
- Pioneered new product category development by identifying high-demand items, capturing 15% untapped market share.
- Globally searching for the items in trend and managing completing chain of business till goods arrived in warehouse.
- Bridged demand and supply gaps through accurate volume forecasting, optimizing stock levels and reducing shortages.

**Dec'21 – Jan'25**

**Commercial & Operations Manager-Hi & Buy Convenience Stores -**  
*Day Market General Trading Company, Kuwait*

- Identified and explored new areas for store expansion, leveraging market analysis and local demographics.
- Set and adhered to budgets for both new and ongoing business operations, ensuring alignment with financial goals.
- Developed and implemented Standard Operating Procedures (SOPs) for daily in-store operations, covering both warehouses and retail locations.
- Led the successful implementation of Odoo ERP and POS systems, strengthening operational efficiency across the company.
- Increased revenue by ~30% through partnerships with third-party delivery services such as Deliveroo and Talabat.
- Reduced expiry and damage-related losses by ~6-7% through the implementation of an auto-reordering system in Odoo, as well as in-store block planogram updates.
- Negotiated annual contracts to improve revenue and introduced Direct Store Delivery (DSD) models for high-turnover inventory by 25% for high-demand products.
- Optimized staffing costs by 40% via Excel-based traffic analysis and overseas hiring reforms for 96+ employees.
- Implemented planogramming strategies for stores and warehouses to generate additional revenue from suppliers.
- Supervised the buying team on contract negotiations and identifying new opportunities. And implementing BIN system for faster pickings.
- Trained supervisors to conduct regular store visits, with a focus on customer service and effective merchandising strategies

**Aug'19 – Dec'21**

## **Territory Development In charge** (Ecommerce & Key Accounts)

*United Beverage Company K.S.C.C, Kuwait*

- Successfully implement PRESELL system with ROAD NET software & achieve ~99.9% load utilization & Geo fencing to control leakages as well.
- Consistently exceeded sales targets and optimized team performance through data-driven strategies.
- Participate weekly team meetings presented by **Channel Manager** to discuss progress, challenges, and opportunities for growth.
- Increased territory sales by strategically identifying and targeting high-potential accounts for business development.
- Improved product knowledge among sales representatives by joining regular training sessions, resulting in a more informed and confident team able to close deals efficiently.
- Participate in **AOP** and Budgets for Ecommerce, Catering subdivisions.
- Exceeded territory revenue targets consistently, demonstrating my ability to effectively manage accounts and drive growth within assigned regions.
- Conducted regular market analysis to identify new opportunities for territory sales growth.
- Established rapport with potential clients by conducting targeted outreach initiatives such as cold calling or regular visits.
- Utilized data analysis techniques like **MS Power Bi**

**Oct'11 – May'19**

## **Commercial & Operation Manager**

*Bodega Grocery Company-BAQALA Convenience Stores, Kuwait*

- Introduced processes for the functioning of the company in all domains.
- Successfully launched '**BAQALA**' e-commerce website & app in 2018.
- Negotiated contracts with suppliers for best pricing, quality, and delivery terms.
- Expanded business revenue by 15% through third-party partnerships and strategic sales channels.
- Planning product ranges and preparing sales and stock plans in conjunction with distributors
- Liaising with buyers, suppliers and distributors for promotions, and additional benefits for the company
- Reviewing and managing imports for healthy products by visiting international exhibitions in **Dubai (Gulf Food)** and **Spain (Alimentaria)**.
- Experienced in ERP **Microsoft Dynamics Navision 2013** to handle sales statistics, produce sales projections with spreadsheets and graphs
- Advising customers about delivery schedules and after-sales service
- Importing and visiting international exhibitions for exploring new products
- Creating new business channels for corporate customers like (**KNPC, KOC, TECNICAS REUNIDAS, LAMAC PLUS, BANKS** etc.



## Education

---

- 2007-2009      **MBA: Information Technology**  
*Kanpur University - India*
- 2005-2007      **Bachelor of Science: Botany**  
*Delhi University - India*
- 2002-2004      **Intermediate (10+2)**  
*CBSE, Mamta Modern Sr. Sec. School*
- 1999-2000      **Matriculation**  
*CBSE, Nav Jeevan Academy Sr. Sec. School*



## Personal Information

---

- Passport Number: M7064046
- Date of Birth: 06/02/1985
- Nationality: Indian
- Marital Status: Married
- Visa Status: Article 18 (Industrial)



## Accomplishments

---

- Successful launch of **Mobile app & website** in the year 2018 for **Baqala** brand target to go digital in future.
- Increased yearly revenue by ~200% in 2018 by opening new branches & opening multiple sales channels in **Baqala**.
- Exceeded monthly objectives by as much as 120-130% on a regular basis during the period in working with **United Beverage Company**.
- Successfully completed and received certifications for all courses under **PepsiCo Sales Learning** for the **AMENA** region, covering Traditional Trade (TT), Modern Trade (MT), and Key Accounts (KA), with an average score of 90% or above.
- Brought in 20+ new catering customers in 2021, with a total value of more than KD 300,000+
- Directed a team of 96+ personnel bringing in 7 figures per year for **Hi & Buy**.
- Net Profit increased by ~22% in 2024 by optimizing contract and price negotiation with local & international suppliers for **Yumzi**.
- Staffing - Worked directly with Human Resources to streamline the hiring and onboarding process for **Hi & Buy**.
- Achieved inventory control and sales process by introducing Odoo for ERP and POS tasks.
- Reduced annual employee costs by ~40% by implementing overseas hiring & updating Local hire policies for Yumzi & Hi & Buy.



## Software

---

**Odoo, Oracle, SiS, Road Net, MS-Nav, LS-Retail, Retail Pro.**



## Languages

---

**Hindi, English:** Native language

**Arabic:** Intermediate



## Certifications

---

<b>2015-09</b>	Inventory Control & Cost Management organized By <b>Phillip Morris</b>
<b>2020-01</b>	Sales Business Performance KPI's Distribution performance Wholesale
<b>2021-01</b>	<b>AMENA</b> Sales Training – Key Accounts & Distribution (PepsiCo, 2021)
<b>2025-04</b>	<b>OKR's</b> Foundation Course – OKR Institute