



PERFECTIONIST INC.

The "CATALYST" your brand needs

COMPANY PROFILE

INTRODUCTION

The name “Perfectionist Inc.” speaks louder about our business profile. It is the accumulation of excellence and experience in variant domains. Perfectionist Inc. has been established as a Sales and Marketing consultant and its suppress with remarkable qualification as well as tremendous experience in the field.

Perfectionist Inc. is the keen observer of your extremity. We are not only the true counsellor but also a qualified management group. We perfect every aspect of your company so that your brand can extract its true potential.

Every company needs distinct strategies for their development and we are the true examiners who provide professional services and succeeding consultations according to the company's needs and resources.

OUR VISION

We are determined to succeed and draw inspiration from challenges. We are genuinely client focused and continually seek improvement in our productivity. Our philosophy is to provide value adding services and cost effective solutions.



BUSINESS CONCEPT

The principal issue of small scale companies in the FMCG Industry is that they are not accomplished to assign a prominent perfectionist to achieve a new level of dimensions because of their extravagant.

In the market, there are 2 types of professionals

- Who have worked with Multi-National Companies or Big Corporation Houses of India
- Who have explored the potential of Small-Scale companies

The small-scale companies have a low amount of investment and thus, allot subalterns who do not have correct strategic solutions to upgrade a company, so ultimately the problems that arise are - waste of money, waste of resources and waste of precious time.

OUR SERVICES

STRATEGIC PLANNING & ANALYSIS

- Design and develop "STRATEGIC PLANS" by studying geographical and financial opportunities in the proposed territory.
- Conduct "COMPETITOR ANALYSIS" of each territory before launching of product in market
- Formulate a final "SALES & MARKETING PLAN" before launching of product in assigned territory.

SALES & MARKETING PLANING/BUDGETING

- Prepare Annual "SALES BUDGET" of company
- Prepare Annual "MARKETING BUDGET"
- Monitoring and Execution of Annual "SALES BUDGET"
- Monitoring and Execution of Annual "MARKETING BUDGET"



SALES FORCE MANAGEMENT

- Interviewing & Appointment of "SALES FORCE" for company
- Training, Coaching Counselling & Developing skills of "SALES FORCE"
- Manage, Reporting & Development of "SALES FORCE" on day to day basis
- Hiring of "SALES FORCE" through different channels
- Provide "REPORTING FORMATS" for "SALES FORCE" monitoring & controlling
- Planning & monitoring of weekly "PJP" of "SALES FORCE"

DISTRIBUTION MANAGEMENT

- Open all channels of Sales by the sales force i.e. General trade(GT), Modern trade(MT), Defence canteens(CSD/CPC), Railways, Horeca, B2B, Institutional sales, E-commerce, Airlines, Job work
- Management & Selection of channel partners i.e. Superstockist, Distributors, Modern trade chain etc.

PRIMARY & SECONDARY SALES MONITORING

- Daily planning & execution of primary sales orders
- Daily planning & monitoring of secondary sales reporting of team
- Monthly Indent planning

PRODUCT DESIGN, POP DESIGN(BTL)

- Development of PRODUCT DESIGNS (Pouch design, Box design)
- Development of POP DESIGNS (posters, banners, retailer board, Hoardings)

DIGITAL MARKETING

- Design & Development of still advertisement and running it on mediums like Google AdSense, Facebook, YouTube, Twitter and Instagram.



OUR MANAGEMENT

Mr. Rajeev Dhandhi, Director

Perfectionist Inc. is headed by **Mr. Rajeev Dhandhi**, a Sales and Management professional who has worked with brands like Bikano, Satmola and Gillette.

Rajeev Dhandhi is an enterprising professional leveraging nearly **22 years** of organizational experience in Sales Channel, General Trade, Modern Trade, Institutional Sales, CSD CPC Defence Canteen, B2B Sales.

Was associated with **SSG Pharma Pvt. Ltd. (Satmola)** as Executive Vice President-Sales & Marketing. Identified target markets and established successful plans to develop them, thereby bringing add on 60 crores in three years

Adaptable with commendable path of professional development and recognition for reviving small business house (unorganized set up) into a creditable professional set up such as **Bikano**, coupled with revenue augmentation from **70 Crores to 300 Crores** in a span of 5 years

Established and actualized B2B division of **Luxor Writing Instruments Pvt. Ltd. (Joint venture of Gillette and Luxor)**. Developed marketing strategies for office supplies across government organizations, public sector, national & foreign banks, DGS&D, hotels for Pharmaceutical, FMCG, Liquor, Consumer Durables & Non-durable industry

Mr. Ajay Srivastava, Advisor

A senior level enterprising professional in the field of Human Resources (HR) with an experience of 20 years in PepsiCo, ITC and Baxter Pharmacy.

Mr. Gaurav Aggarwal, Senior Graphic Designer

A professional Graphic Designer with an experience of over 15 years. Leading a team of graphic designers equipped with the latest softwares and technologies.

Ms. Kirti Saini, Manager MIS

A professional in MIS, having worked in Bikano and Satmola for 5 years. Leading a team of MIS executives



CONTACT INFORMATION

Perfectionist Inc.

Corporate Office: -

317, Ring Road Mall, Manglam Place,

Sector-3, Rohini, Delhi – 110085

Mob: - +919873366164

Tel: - 011-40550602

Email: - rajeev@perfectionistgroup.com

