#### **Untitled-1.jpgHasnat**

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License: Valid UAE

**CAREER OBJECTIVE:**

I want to join a good organization and to achieve good position in it through persistent and diligent performance based on me

skills & abilities learnt from industrial exposure and Academic Education.

**\* Business development \* Direct Sales**



#### **IFFCO is a multi-food products Group based in the United Arab Emirates.**

#### **Sales Merchandiser**

#### **May 2014 till Present**

**Assigned Customer:**  
Carrefour Hyper Market AJMAN   
**Job Responsibilities**

* Determines call schedule by reviewing priorities with supervisor; discussing special instructions, product promotions, new products, and price changes.
* Maintains customer relationships by visiting with store managers, department managers, and employees; answering their questions; responding to special requests; describing product features.
* Maintains store shelves by observing displays of company products; removing damaged or freshness-dated products; tidying store shelves; providing optimum display of products.
* Maintains inventory by restocking shelves with product from inventory; observing inventory levels; prompting store management to reorder when levels appear low; arranging for return and credit for damaged products.
* Helps field sales representatives with special promotions by setting-up displays at aisle ends; checking daily on special promotions; observing customer reaction to special promotions; forwarding observations to management; removing promotions at end of special promotion period.
* Provides information by reporting growth, expansion, or closing of supermarkets in assigned territory.
* Enhances merchandising and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

#### **Retail Merchandising Skills and Qualifications:**

Product Knowledge, Quality Focus, Customer Focus, Organization, Client Relationships, Promotions, Reporting Skills, Attention to Detail, Territory Management, Competitive Analysis, Job Knowledge

#### **Loreal Paris.**

#### **National progressive distribution PVT LTD.**

#### **Business development officer**

#### **Jan 2012 to March 2014**

**Job Responsibilities**

Maintaining and developing relationships with existing customers via meetings and email.

• Visiting potential customers to prospect for new business;

• Acting as a contact between a company and its existing and potential markets;

• Negotiating the terms of an agreement and closing sales;

• Representing the organisation at trade exhibitions, events and demonstrations;

• Negotiating variations in price, delivery and specifications with customers

• Advising on forthcoming product developments and discussing special promotions;

• Recording sales and order information and sending copies to the sales office;

• Reviewing own sales performance, aiming to meet or exceed targets;

#### **Coca cola beverages Pakistan Limited.**

#### **Market development officer. (Internship)**

#### ***June’2011-December’2011***

**Job Responsibilities**

Development & planning of distributors and markets

• Handling & evaluation of distributors

• Increase sales / merchandising in the market 3

• Business acquisition, backup to distribution sales team

• Business development, monitoring & reporting of targets vs. achievements of distributors & sales team

• To increase sales and target achievements of retail & distribution network including market expansions

• Look after primary sales (sales to distributors) and secondary sales (sales to retailers / wholesalers through distributors with targets’ achievements

• To keep Maintain brands’ sales

• Filling all the gaps in the market, implementation of FIFO system among sales people

• To work closely with the team and cooperate/coordinate with them in achieving budgeted sales targets

#### **ACADEMIC QUALIFICATION:**

Grade Examining Body Year

Bachelor of commerce B University of the Punjab 2011

#### **Communication and interpersonal skills:**

* Exceptional Communication, presentation skills
* Strong interpersonal and negotiation skills
* Excellent Team lead and team player
* The ability to work under pressure and tight deadlines
* Ability to manage different projects
* Have a good level command over English, Urdu and Punjabi Languages