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| CURRICULUM VITAE |
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| Profile Snapshot WORK EXPERIENCE**FSC GENERAL TRADING****AND WHOLESELLERS****LLC. (U K) (FMCG)****Designation** **Sales Executive** **Location****Dubai, UAE****Tenure** **March 2016 to continues.** **AHMED MOHAMED SALEH****BAESHEN& CO. (FMCG)****TEA MANUFACTURER****Designation****Sales Representative****Location** **Makkah, KSA****Tenure** **June 2013 to June 2014.** **PEPSICO BEVERAGE** **(FMCG) ORISSA** **Designation****Customer Executive****Location****Orissa, India****Tenure** **March 2011 to June 2013.** personal detailDate of Birth :08-May-1985Gender : MaleNationality : IndianReligion : IslamMarital Status : Single Lang Known:English, ArabicHindi &Urdulicense & PASSPORT **Passport detail :**Date of issue : 21-01- 2011Date of expiry : 20-01-2021**UAE** DL. Issue : 08-01-2017Expiry: 08-01-2027**KSA** DL. Issue : 23-10-2013Expiry: 22-10-2018 | **(General Trade & Horaca) .****(frozen item, French fries, chicken, mayonnaise, ketchup, cheese etc)** * Maintain and develop good relationship with customers through personal contact or meetings or via telephone etc.
* Must act as a bridge between the company and its current and future markets.
* Display efficiency in gathering market and customer info to enable negotiations regarding variations in prices, delivery and customer specifications to their managers.
* Help management in forthcoming products and discuss on special promotions.
* Review their own performance and aim at exceeding their targets.
* Record sales and order [information](http://www.jobawareness.com/chief-information-officer.asp) and report t same to the sales department.
* Making appointments with and meeting new customers
* Agreeing sales, prices, contracts and payments
* Involve in import of goods purchase.
* Meeting sales targets Promoting new products and any special deals
* Advising customers about delivery schedules and after-sales service
* Follow new customer and find the gap in the terms price service & quality
* Recording orders and sending details to the sales office
* Keep on eye product expiry date
* Guide the delivery person & team.

Key Roles and Responsibilities**key Account/ Pre sale Modern trade(Product. Tea, Sugar, charcoal)** * Responsible for company’s key account sales budget & yearly contract.
* Plan, organize, execute BTL activities for the principal brands and ensuring the achievement of maximum sales result.
* Management of trade spend.
* Supporting the marketing team in translating brand strategies into the trade and maximize sell out.
* Accountable for trade offer execution at all times and timely execution of trade promotion.
* Cheak the self regularly for not missing the product.
* Lead the merchandiser team Merchandising according to planogram.
* Establishing, and maintaining strong relationship with key customers.
* Responsible for forecasting normal and promotional stocks required while maintaining healthy stock holding at retail level.
* Coverage of all outlets within the area assigned & Monitoring of promotion execution Market feedback information.

Key Roles and Responsibilities**Product. Cold drinks & Juice** * seasonal occasions to capture incidence of products, suggest marketing calendar by key accounts, provide the tailor made consumer promotional programs that drive sales volume,
* Channel Management Plan (Yearly).
* Yearly customer contract with business terms favorable.
* Sales Management (Targets, Margins, Category, Promotions, Rentals)
* Product Management (Forecast, Availability, Listing, Merchandising, Shelf Share, Pricing),
* Monitoring Customer Service levels in close collaboration with category manager and logistics
* Consistent Business Review Process to ensure achievement of targets.
* Streamlining of promotions so as to maximize the coordination between sales, marketing, logistics and the customer
* Organized all promotional activities in the entire Bhadrak&Jajpur District.
* Steering business development and handling overall distribution in the area.
* Primary as well as secondary responsible for order and payment.
* Enhancing product visibility and strategizing various branding activities.
* Striving to achieve targets to reach maximum retail outlet.
* Leading 3 RSP (RURAL SALES PROMOTERS) 2 PSR & 10 SALESMAN for achieving goal.
* Spend time with RSP & Salesman in the market, coaching & guiding him on best selling practice
* Implementing end to end brand management activities.

ACADEMIC CREDENTIALS **Completed MBA (Marketing & Finance)** **BijuPatnaik University Of Technology, Orissa India 2010****Completed 1 year Diploma in Computer Application, (RTI) Jamshedpur 2007****Completed Bachelor Degree in Commerce (A/C Honors) From Ranchi University. Jharkhand. 2006****Declaration**I hope your kind honor will consider my application and call me for an interview and test. If given a chance I shall do my best to the entire satisfaction of my entire superior. Yours faithfully (Shaikh**)** |