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| CURRICULUM VITAE | |
| Shaikh    **🖂** [shaikh.24287@2freemail.com](mailto:shaikh.24287@2freemail.com)  shakir pic.jpgMobile: C/o 971505891826 | |
| 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 detail  Date of Birth :08-May-1985  Gender : Male  Nationality : Indian  Religion : Islam  Marital Status : Single  Lang Known:English, Arabic  Hindi &Urdu  license & PASSPORT  **Passport detail :**  Date of issue : 21-01- 2011  Date of expiry : 20-01-2021  **UAE** DL.  Issue : 08-01-2017  Expiry: 08-01-2027  **KSA** DL.  Issue : 23-10-2013  Expiry: 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**)** |