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**OBJECTIVE:** To utilize my rich experience of more than eighteen years in **sales and marketing** of **FMCG** industry in a highly reputed organization which will allow me to grow professionally along with the company by contributing my best to the organisation.

**Educational Qualification**

Graduate - Bachelor of Arts

# Computer Proficiency

Well versed with Microsoft Windows and MS Office applications such as MS Word, MS Excel and Power Point.

**Skills, Knowledge & Experience:**

• Focus on Competitor Activity, Train field service representative on business process, Space to sales management & Strong Supervisory Skills.

• Demonstrate Strong Commitment to the development of the business and the ability to work independently and for long hours.

• Team Player and Builder.

• Customer focused and consumer driven.

• Able to Plan, Supervise and Control.

• A Competitive Nature.

• Demonstrative creativity and be a self starter.

• Have strong business acumen & Ability to work alone and unsupervised with high Level of selling and market development skills.

**Period: April 2014 till Date.**

In India due to some **personnel** **reason**, Now Available in Dubai on Visit Visa From 3Rd Jan 2016 till 1st of Feb 2016.

**Work Experience**

**Sales Supervisor (Direct Distribution)**

**Masafi Company LLC:**

Period: Dec 2009 till April 2014.

My Sales Team: 14 Salesmen (Direct Distribution)

28 Helpers

6 Merchandisers

**Job Profile:** My responsibilities are as follows:

Represent the company as a professional salesperson for all assigned accounts as well as prospective customers.

• Achieving sales goals as set by management.  
• Incumbent is responsible for meeting or exceeding sales goals and achieving marketing and merchandising objectives in all assigned territories.

• To provide solutions independently and proactively.

**Sales Supervisor (Key Accounts and B Class)**

Period: June 2007 - November 2009

**Best Food Co. Dubai:** producers of **Nuts** and **Chocolates**

**Job profile**: Handling major customers in Dubai area like Carrefour, Lulu,

Union Co-Op, Choithram, Geant, Spinneys, Shanker, etc.

Renting Shelves and Blocks, Listing new Products or Brands & Making sales promotions

Achieve the assigned sales target.

Training for new Sales Staff

Reporting to Sales Manager

Supervising team of 6 Salesmen and 11 merchandisers

Ensure all distribution standards are met such as coverage, visibility, shelving and availability.

Ensure collection within allowed credit limits.

Regular feedback of competitor activities on price, promotion & new products

**Best Food Co. Dubai**

Period-March 2006 - May 2007

Worked as a **Marketing Executive** for Best Food Co. Dubai

Covering area Dubai, Abu Dhabi and Northern Emirates

**Job profile** includedall promotional activities of the company.

Liaison with Ad agency for media scheduling and delivery

All outlet specific Ad activities

Liaison work with Municipal authorities for Govt., clearances.

Supervision of Merchandisers.

**Cavin Care Co. India:**

Period-March 2004 - Dec 2005

Worked as a **Sales Supervisor** for Cavin Care Co. India.

Cavin Care is the manufacturer of perfumes and toiletries in India.

**Job profile** included managing the sales of perfumes and toiletries through the dealership network as well as through the net work of retailers and wholesalers.

Managed the team of 8 salesmen

**Al- Rabie Saudi Dairy Co. - Kingdom of Saudi Arabia**

Period- Sept 1998 - Feb 2002.

Worked as a Sales Executive for Al- Rabie Saudi Dairy Co. prime producers of juices and dairy products in Kingdom of Saudi Arabia.

**Period- May 1997 - Feb 1998.**

Worked as a Salesman for a showroom in Jeddah dealing in consumer goods.

**Shaw Wallace & Co. Ltd.**

Period- Feb 1994 - Aug 1997.

Worked as a Sales Representative for Shaw Wallace & Co. ltd (a multinational company) for their detergents Division in Lucknow and Kanpur, India.

**Additional Information**

**Languages** English (fluent), Arabic (basic), Hindi (native), Urdu

(Basic).

**Travel** Extensively in India and Saudi Arabia

**Visa Status** Residence

#### Personal Details

**Date of Birth**  14th July 1972

**Marital Status** Married

**Nationality** Indian.

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