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**RAFEEQ**

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# FMCG Professional in Sales AND Marketing, 12+ yrs exp in U.A.E

Leveraging acquired skills across the senior Management assignments with reputed organizations in FMCG segment, delivering outstanding results, high caliber of Sales and Marketing with rich experience in Unites Arab Emirates Market. Seeking a challenging Managerial assignment in a company and Brands of repute in United Arab Emirates or GCC.

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|  | Educational Credentials |

## BA Economics | Calicut University| Kerala, India passed in 1994

## MBA (Masters of Business Administration - Sales & Marketing) | Pursuing at Al Mihad Management Studies at Dubai, United Arab Emirates.

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|  | Core Competencies |

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| * Key Accounts Management * New Product Launches * New Business Development * Business Strategic & Planning * HORECA & QSR Channel Trdg. * Team Management & Motivation | * Negotiations Skills * Profit Centre Operations * Sales, Marketing and Distribution * Modern, Retail & Traditional Trdg. * Logistics & Fleet Management * Competitors’ Market Analysis |

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|  | **Career Snapshot** |  |  |

**PRG OVERSES (PRAN Foods Ltd FZC) | Sales & Marketing Manager |Sep 2016 onward**

**Presently working** with PRG Overseas one of the fast growing FMCG Co in U.A.E, as a Sales & Marketing Manager at Dubai & NE. PRAN Foods is currently producing more than 520 food products under 10 different categories i.e. Rice, Juices, Drinks, Mineral Water, Bakery, Carbonated beverages, Snacks, Culinary, Confectionery, Biscuits, Dairy and Frozen Products. The Co has adopted ISO 9001 as a guiding principle of its management system.

**EMIRATES Manufacturing Co LLC | Area Sales Manager | May 2014 to Aug 2016**

Worked with Emirates Manufacturing Company L.L.C as an Area Sales Manager in Abu Dhabi region. Brand owner of Suprex, Super Sponges, various types House hold, Cleaning &Hygiene Products & Mattress. Doing private labeling for Lulu, Carrefour, Spinneys, Nesto and Export.

**MASAFI CO LLC | Territory Sales Supervisor|Mar 2012 to Apr 2014**

Worked with Masafi Co LLC as a Sales Supervisor at Sharjah. The brand owner of Masafi Water, Masafi Tissue, Masafi Juice, Masafi Chips, Masafivarious brand of Juices, Water and Tissues.

**Al Ain Dairy Farm| Sales Executive / Sales Supervisor | Mar 2005 to Feb 2012**

From March 2005 to Feb 2012 worked with Al Ain Farms for Livestock Production (AlAin Dairy) as a Sales Executive / Sales Supervisor. Dubai & Sharjah. Al Ain Dairy farm is a Semi Government& the largest vertically integrated Dairy Food Co in United Arab Emirates, producing Fresh Cow Milk, Yoghurt, Camel Milk. Ice Cream, Fresh Juices, Fresh Chicken and Eggs etc.

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|  | Portfolio in Brief |

**Key Account Management:** Instrumental in establishing an excellent relationships with all major Hyper markets and Super markets chains viz. Carrefour, Lulu, Union Co-ops, Abu Dhabi Coop, Sharjah Coop, Spinneys, Nesto, Geant, Choithram, Manama, Al Maya Lals, Safeer, KM Trading, Blue Mart Group, Alam Group, Fathimma, , Madeena , Talal Group etc.

Involved and very good contact with the following companies in U.A.E such as Etihad Flight Service, Emirates Flight Service, Albert Abela Flight Service, Alpha Flight Services, Convenient Stores such as EPPCO, ADNOC and Emaratetc.

**HORECA & QSR**: 90 Catering Companies & Hotels such as SFC Group, Abela Group, KFC, McDonalds, Fairway, Chilis, Spinneys Catering, IFS Group, SAFCO, National Catering Co, Al Jazeera, Al Marah, Wasita Catering, Royal Catering,Tameem Group, MHK Group, KAF Group, Cateriya, EP Catering, Chef,Zabeel Palace Hospitality, Meydan Group, Jumeirah Group, Hilton Group, Le Meridian, Rotana Group, ADNH Group, Sheraton Group andMillennium Group etc.

**Others:**20 Chain of Restaurant such as Karachi Group, Eat & Drink, Shell Group, Special Group, Sadaf Group, French Bakery, Al Khaim Bakery, Modern Bakery, Al Arz Bakery etc. 15 Ship chandlers and some of Events Companies Pvt & Government Co in U.A.E, dealing with all levels of Heads including Purchase Managers, Buyers, Unit Head Chefs and Store Keeper.

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|  | **Major Deliverables across the Career** |

**Sales, Marketing and Distribution:**

* + - * Drove the sales & distribution targets for the different channels. Instrumental ingenerating high value clients & strong long-term business relations to ensure repeat business and providing customer delight
      * Minutely tracking competitor’s movements, and updating higher management about the ongoing market conditions thus facilitating them in adopting future strategies to steer sales and marketing activities. Analyzing and understanding customer choices and preferences to increase product portfolio.

**Business Development:**

* + - * Interfacing with key markets, clients and sectors, identifying new business avenues and development opportunities. Driving business development initiatives to achieve financial objectives in line with laid down strategy and action plans
      * Conceptualizing and implementing strategies and plans through regular trade visits, studying demands & monitoring trends to increase product portfolio range & increasing new business opportunities

**Business Strategic & Planning:**

* + - * Responsible for Pre Sellers have their KPIs and targets (monthly, weekly, daily) daily performance reviews / analysis for each KPI & submission of the daily KPI report to MD
      * Developing Business plan & sales strategy for the market that ensure attainment of Co Sales goals & profitability. Direct business development initiatives to achieve financial results according to Business strategy and plans. Define, set and impose market and distribution strategies as well as enterprise growth opportunities in line with Strategy

**Administration:**

* + - * Plan & coordinate admin procedures and systems and devise ways to streamline processes. Recruiting and training personnel and allocate responsibilities and Sales Team. Assessing staff performance and provide coaching and guidance to ensure maximum efficiency.

**Team Management:**

* + - * Managed Sales Team of 65+ members a high-performance team of Sales Executives, Merchandisers, Drivers and Supervisors mentoring, motivating and facilitating teams achieving Co goals. Ensure the proper visibility of the products as per plan-o-gram.
      * To develop, lead, encourage the team in order to fulfill the Co & their professional growth & to train those people who are not in line. To drive the sales distribution visibility availability of the company in line with the brand objectives. Provide leadership through effective communication of vision, active coaching & development while comparing sales results to goals & taking appropriate action when necessary.
      * Responsible for ensuring that all payments / collections have been done on time. Where there are issues, he is responsible for checking payments status for customers, liaising with accounts, attending to all outstanding payment issues and taking the necessary corrective actions without delay.

**Key Account Management:**

* + - * Instrumental in establishing an excellent relationships with all major Hyper markets and Super markets chains viz. Carrefour, Lulu, Union Co-ops, Abu Dhabi Co-ops, Spinneys, Nesto, Geant, Choithram, Manama, Al Maya Lals, Safeer, KM Trading, Fathimma, , MadeenaTalal,West Zone, Blue Mart Group and Convenient Stores etc.

**Specialties Management:**

Specialties Products: Dairy Products such as Fresh Cow Milk, Fresh Camel Milk, Fresh Yoghurt, Rice, Juices, Drinks, Mineral Water, Bakery, Carbonated beverages, Snacks, Culinary, Confectionery, Biscuits, Fresh Meat, Frozen & Perishables Products, Sea Foods, Dry Foods, Tissues and General Trading Products,various types of Cleaning products,House hold products, Hygiene products Cleaning Products and Mattress etc.

**Customer Relationship Management:**

* + - * Bringing the customer delight through timely fulfilment of order, supplying appropriate merchandise, monitoring shop promotions & efficient addressing of complaints. Development of long term “win-win” relations with the key customers.
      * Visiting customers frequently to maintain long term relationships & ensure high level customer satisfaction. Client satisfaction by the effectively resolving client complaints.

**Budget & Sales forecasting:**

* + - * Undertaking budgetplanning process to prioritize spending and deploying financial resources on the things that are utmost essential to continue business operations
      * Preparing SKU wise sales for the next month for rolling forecast for next 3 months based on promotion plans, budgets, Stocks, Seasons, Occasions & Market’s needs. Forecasting Sales according SKU, month, distributor and Salesmen wise.

**Fleet Management:**

* + - * Overseeing and handling major areas like trips, registration, insurance, purchase and road permit etc. thus avoiding future involvement of unnecessary costs
      * Driving the entire activity encompassing Workshop management, Spare parts maintenance, cost effectiveness of equipment, preventive maintenance etc.

**Events Management:**

* + - * Involved and monitoring new product launches, events like exhibitions, stage shows, mall shows, road shows, etc. Ensure the successful and timely implementation of all TM activities in your respective channels (promotions, branding, product launches, sampling, retailer festivals, incentive programs and various marketing campaigning etc.)

**Client Management Service:**

* + - * Actively manage the client(s) relationship and deliver to the requirements of the contract by being the Key Point of Contact (KPC) for clients on routine deliverables & requests.
      * Continue to service client requirements by offering good levels of strategic & relevant marketing insights to clients through story-telling and emphasizing applicability of World panel data. Contributing to the growth of the clients’ business.

**Reports:**

* + - * Involved Provide Day to day activities, Weekly, Monthly, Business plans & Sales Forecasting reports etc. reporting to Managing Director on time.

**Significant Achievements**

* + - * Improved the coverage & distribution in the company by 10% to 26% every year
      * Generated double digit growth of all Carrefour, Coops, Lulu Dubai & NE in 2011 & 2016
      * Valuable contribution on increasing market share from 4 % to 24 % in a short period by increasing Numeric & Weighted distribution in the year of 2014.

**Professional Certifications & Trainings**

* + - * Principle of Sales & Marketing Techniques, Islamic Product, Logistics/ Distribution, Public Relations & Customer Service held by Al Mihad Management Studies, Sharjah
      * FMCG Products Marketing, Management Skills for the Professional Manager, Modern Trade &Time Management which is held by Emirates Management Studies Dubai, U.A.E

**Computer Skills**

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**DCA (Diploma in Computer Application)** from ANSAR Computer Collage (Approved by Govt. of India) Modules Covered areBasic & COBO

****Hands on in MS Dos, dBase, Lotus 123, Word Perfect, MS Windows 7, MS Word, MS Excel,

MS PowerPoint, Advanced search on the Internet and Email applications.

**Awards & Recognition**

**Best Employee Award and Best Supervisor of the year in 2015 from MASAFI Co LLC**

**Best Outstanding Performance Award year of 2011 from Al Ain Dairy Farm, Dubai.**

**Personal Dossier**

Date of Birth : 07/11/1971

Nationality : Indian

Religion : Islam

Languages Known : English, Hindi, Arabic, Tamil & Malayalam

Driving License : U.A.E Valid Light Vehicle & Motor Cycle

Visa Status : Employment visa (Can join immediately)

Hobbies : Business Strategy & Planning, Singing, Playing Cricket &Chess

References : Furnished promptly upon request.