 **Syed**

**Syed.329117@2freemail.com**

**Business Development Manager in Doha Qatar**

**Career Objective:**

To work in an organization that provides an opportunity to gain acquaintance and experience. Wish to optimally utilize my potential and add value to the organization.

**Performance Profile:**

 **Over 10 years** of experience in Strategic Planning, Institutional Sales & Marketing, Business Development, Key Account Management and People Management **.Presently associated with Shaza Fashions Private Limited, as Business Development Manager handling Doha Qatar.**

A keen planner, strategist & implementer with expertise in the preparation of detailed business plans in line with market dynamics and organisation expectations. Expert in building records of success in sales and leadership positions for generating substantial revenue growth; well versed with marketing and sales lifestyles.

A proactive leader with cross functional expertise in planning, market penetration- through product launch/ management and channel sales. Expertise in building relationship with key clients; tapping prospects, analysing their requirements, rendering technical guidance to the clients & negotiating commercially for orders.

Demonstrated ability of leading diverse teams of professionals to new levels of success .An effective communicator with excellent relationship building & interpersonal skills .Strong analytical, problem solving & organisational abilities.

**CORE COMPETENCIES:**

**Strategic Planning:** Setting-up territory goals, short/ long term budgets and developing business plans for the achievement of these goals. Devising as well as implementing the annual cost budget & marketing calendar.

**Institutional Sales & Marketing:** Developing marketing plans for the institutions & generate sales from the same .Carrying out pre-launch market survey, utilizing public information & personal network to develop marketing intelligence .Executing competitor analysis by keeping abreast of market trends and competitor moves.

**Business Expansion:** Working on developing new streams for revenue growth .Reviewing market response for upcoming new products and new applications for product developments in various sectors. Undertaking steps for accomplishment of the pre-set targets by carefully effectuating plans/ strategies. Organizing seminars for product development, awareness and entrepreneur development.

**Channel Management:** Liaising with the distributors and training them in order to achieve the set target, along with identifying and developing reliable dealers/ distributors for increasing market visibility. Monitoring end-to-end process flows in order to ensure operational efficiency through distributors.

**Key Account Management:** Building and strengthening relationships with key accounts; ensuring high customer satisfaction by providing them with complete product support. Conducting the techno-commercial negotiations and finalising deals.

**PROFESSIONAL EXPERIENCE**

**Business Development Manager | Shaza Fashions Qatar| Sept 2016 to Till Date**.

* Identifying and opening new accounts for Development of business
* Meet potential clients by growing, maintaining, and leveraging your network
* Maintain client relations to build excellent reputation for service and produce repeat business
* Work with team to develop proposals that speaks to the client’s needs, concerns, and objectives
* Work with technical staff and other internal colleagues to meet customer needs
* Participating in Events for Brand Awareness
* Conducting regular Business Reviews with customers and suppliers
* Organize and arrange specified records and files in order to keep track of financial transactions.
* Identify and develop the company’s unique selling propositions and differentiators.

**Key Accounts Manager | Indulge Beverages Pvt ltd (FMCG-Bonhomia)| Aug 2014 to Aug 2016.**

* Expansion of Market by Taking placement in Retail & Horace sector.
* Maintain client relations to build excellent reputation for service and produce repeat business
* Dealing with buyers, store managers and regional managers of major retail chains
* Participating in Events for Brand Awareness.
* Keeping up to date with market trend and competitor activity.
* Conducting regular Business Reviews with customers and suppliers
* Organize and arrange specified records and files in order to keep track of financial transactions.
* Sub dealer management for effective penetration.
* Increasing productivity and quality of the Team
* Insure that all employees are familiar with company polices and procedure

 **Sales Manager | Datawind (Makers of Aakash Tablets) | Aug 2010 to July 2014**

* Review team's performance on daily, weekly and monthly basis.
* Organising special sales projects, such as new product introductions, sales promotions & advertisements.
* Ensure team attendance, hygiene and punctuality is maintained
* To ensure timely reporting, retail tracking and provide feedbacks
* Sub dealer management for effective penetration.
* Increasing productivity and quality of the Team
* Insure that all employees are familiar with company polices and procedure
* Identify emerging markets and market shifts while being fully aware of new products and competition status.

**Area Manager| Samsung Mobiles (MUDRA)| April 2008 to July 2010.**

* Handling Team of Sales Executives for Hyderabad
* Allocation of stocks as per the requirement
* Ensure Team Productivity and Grooming Levels
* Maintain Brand visibility in market
* Promoters certification ,product training and log book update
* Maintaining Brand SIS and Pop Material Carefully.
* Using local knowledge to identify opportunities and generate repeat business.
* Identifying retail sales opportunities.
* Coming up with innovative ways to market store and bring people in.
* Inspiring sales teams.

**Territory Sales Manager | Geepee mobiles| Feb 2005 to March 2008.**

* Identifying profitable new alternative distribution points.
* Using local knowledge to identify opportunities and generate repeat business.
* Identifying retail sales opportunities.
* Providing highly professional sales and marketing expertise and back up to sales representatives.
* Coming up with innovative ways to market store and bring people in.
* Inspiring sales teams.
* Controlling operational expenses.
* Driving new business initiatives.
* Responsible for selling, closing, servicing and expanding the current customer base within an assigned territory
* Maintaining adequate quantities of stock as per the requirements
* Motivate and train retail staff to manage work responsibilities

**EDUCATION**

 B.com (Bachelor of Commerce) From Osmania University

**IT FORTE:**

Conversant with basic computer fundamentals Ms Office, PPT, Internet.