***SEMEER***

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# oBJECTIVE

To obtain satisfying and challenging career with a reputed organization, where in I shall have the opportunity to use my skills & abilities for the progress of the organization and personal growth.

**PROFESSIONAL EXPERIENCE**

1. **W. J TOWELL AND CO, DUBAI, UAE. (2014 TO August 2016)**

**Designation : Team Leader**

**Brands : Sanita, Fam, Private( Non Foods Division )**

**Area of Sales : Dubai , Sharjah, Ajman, Al Ain, Ras, Al Khaima and Abudhabi**

**Handling Channels : Van Traditional & Vans Grocery**

**2. FEDERAL FOODS LLC, DUBAI, UAE. (May 2005- 2014)**

FEDERAL FOODS is one of the best FMCG distributing Company in the UAE market.

**Designation : Area Sales Supervisor**

Brands : Sadia, Emborg, Pinar, Marina, Halwani , Pride Etc.,

Area of sales : Dubai and Ajman

Handling Channels : Vans Traditional & Vans Grocery

**Year of Experience** : **5 years (In FMCG)**

**Designation : VanSales Representative**

Handling Channels : Traditional Trade (FMCG) and Food Service (Restaurants)

**Year of Experience : 4 Years**

**Duties and Responsibilities**

• Leading a team of 12 sales representatives.

• Achieving the Sales Targets and Objectives given by the Management.

• Making Agreement with the Outlets for Permanent and Temporary Displays.

• Responsible for solving Customer Problems and suggestions to improve the Services.

• Daily and weekly Sales reporting to the management.

• Co-ordinate Sales in order to give prompt services to increase the volumes.

• Listing of New SKU’s in Traditional trade outlets.

• Arrangement of monthly or quarterly promotions in order to enhance more volumes and visibility.

• Implementing various schemes in order to increase the sales.

• Controlling the RSP’s (Retail Selling Price) of Traditional Trade Outlets.

• Meeting all Category Managers, Shelf Boys, in order to maintain and develop good relations.

• Prompt communication about the market activities to the management.

• Maintaining a good collection record with the company.

• Achieving Free and awesome displays through relationship.

• Route Planning and Distributions.

• Weekly Route riding with the Sales representatives in order to improve the execution standards.

# Academic Qualifications

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| **QUALIFICATION** | **UNIVERSITY** | **YEAR** | **% OBTAINED** |
| 1. **Bachelor of Arts in History** | Kerala University | 1997 | 65% |
| 1. **Diploma in Computer Application** | L.B.S Centre for science & technology | 1999 | 60% |

**Computer Proficiency** : M.S.Office

**Declaration**

*I hereby declare that the above details are true to the best of my knowledge.*