### Scan3142321.jpgFareed

C/o-Mobile : +971 505891826

Fareed.343623@2freemail.com

Sharjah, UAE.

#### CARRER SUMMARY:-

* To be an integral part of a growth driven organization where I can apply my experience of sales and utilize my marketing skills to add value to company’s business and achieve the corporate objectives.
* Having 10 years of Experience in UAE FMCG Market in handling food, Beverages and non food brands.
* Possessing excellent communication and collaboration skills to lead and work in concert with diverse groups effectively
* Adroit at learning new concepts quickly, working well under pressure and communicating ideas clearly and effectively
* Expertise in Sales, Marketing, Business Development, Distribution and Merchandising**;** knowledge and skill necessary for the satisfactory performance of all assigned responsibilities; ability to relate to people at any level of business and management; Highly ethical, trustworthy and discreet;

**Professional Experience:**

**(i)**

|  |  |
| --- | --- |
| **Organization** | **Abuissa Marketing & Distribution - Qatar** |
| **Company Profile** |  **Al Rifai nuts, Al Shifa honey, sunbulla, Nivea, supermax and Pert are some of the key products.** |
| **Duration** | **From 07-2016 to 01- 2017.** |
| **Designation** | **Business Development Executive.** |

**Roles &Responsibilities:**

* In-charge of total Sales, Receivables and Marketing for all A & B Class clients in the assigned region, with direct reporting to the Sales Manager.
* Built Customer trust and rapport with sincere and excellent sales support.
* Achieved quantitative and qualitative targets assigned.
* Negotiated with the customers on space, promotions, price increases, new listings, etc.
* Ensured the availability of all SKUs in all assigned outlets.
* Provided market intelligence data to concerned managers from time to time
* Monitored stock level at company warehouse.
* Planned and executed promotion activities.
* Ensured Stock rotation.
* Analyzed Daily Sales Report brand wise and outlet wise to achieve the goals accordingly.
* Utilized the opportunities to participate in consumer events with great promotions and offers.

**(ii)**

|  |  |
| --- | --- |
| **Organization** | **Al Baker Trading, UAE** |
| **Company Profile** |  **Gsk , RB and Godrej brands.** |
| **Duration** | **From 2013 to 2015** |
| **Designation** | **Sales Executive.** |

**Roles & Responsibilities:**

* Approach each customer with clear ideas and strategy to make the call productive and achieve the set business goals.
* Plan new stands and promotions every month in the assigned outlets to increase sales volume.
* Build Customer trust and rapport with sincere and excellent sales support.
* Closely monitoring the competitor activities to gain new ideas for business development through new promotions and trade deals.
* Rotate the product in other outlets, if the certain product is not moving in one outlet.
* Inform manager and trade marketing team regarding competitor activity in the market and share with them some innovative ideas to drive the sales.
* Allocate the funds to the outlets according to profitability or brand awareness.
* Analyze Daily Sales Report brand wise and outlet wise to achieve the goals accordingly.
* Utilize the opportunities to participate in consumer events with great promotions and offers.

 **(iii)**

|  |  |
| --- | --- |
| **Organization** | **Al Seer Trading Agencies, UAE** |
| **Company Profile** | **One of the leading distributor in UAE and Oman. Dettol, Dabur, Heinz, Huggies and parachute are some of the Key products.** |
| **Duration** | **From 2010 to 2013** |
| **Designation** | **Territory Executive.** |

**Roles and Responsibilities:**

* To review monthly sales report and bring about necessary changes in marketing strategies to enhance future sales.
* Monitoring the market and competitors activities.
* Regularly overlook all aspects of sales and collection at regular intervals.
* Forecasting the sales on quarterly and annual basis for the Inventory Management.
* In-charge of total Sales, Receivables and Marketing for all clients in the assigned region, with direct reporting to the Sales Manager.
* Analyze Daily Sales Report brand wise and outlet wise to achieve the goals accordingly.
* Detailed planning for Outdoor/Indoor promotions carried out on regular schedules.

**(iv)**

|  |  |
| --- | --- |
| **Organization** | **National Trading And Developing Establishment** |
| **Company Profile** | **One of the leading distributor in UAE . Pokka Juices, Al Rabie juices , Cadbury’s are some of the Key products.** |
| **Duration** | **From 2007 to 2010** |
| **Designation** | **Merchandiser.** |

**Roles and Responsibilities:**

* Ensuring proper display at all Assigned outlets.
* Deciding how goods should be displayed to maximize customer interest and sales.
* Building up and maintaining product displays.
* Carrying out market research on how well displayed products are moving.
* Accurately stocking and rotating products onto shelves from back stock inventories.

**Academic Qualification:**

Degree : B.Sc Computer Science

Institution : Andhra University, India

**Languages Known**:

English Arabic Hindi/Urdu

**Personal information:**

D.O.B: 01-01-79

Marital Status: Married

**Valid UAE driving License**