BILAL (MBA Sales & Marketing)

**Territory Sales Manger**

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| Email: [**BILAL.362667@2freemail.com**](mailto:BILAL.362667@2freemail.com)  Visa Status: Visit (Valid Till May 2017)  D.O.B. 25/09/1990 (26 Years) |



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| **Profile highlights** |

* **MBA** Sales & Marketing
* 5 years of experience at various levels with National and Multi-Nationals companies in Sale Management.
* Extensive experience of Primary and Secondary Sales Achievements, FEFO Management, Distribution Management, Time Management, Recourse Management and on the Job Trainings.
* Experience of preparing reports to be used at various management levels.

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| **Professional Experience Summary** |
| 1. **Working as Territory Sales Manager at Shangrila Private Limited from November 2015.**  * Shagrila Private Limited is a leading National Food Brand in Pakistan. SHANGRILA (Private) Limited has become a brilliant success story stretched not only throughout the country, but internationally as well, managing 4 product categories; ketchup, sauces, seasonings, pickles-in-oil under the brand name of SHANGRILA and another brand FRUITI-O Juice. * Managed assignments individually and as team lead, reporting to Area Sales Manager. * Increasing the AMS and YTD Growth month on month by focusing on KPI’s of the company. * Mainly involved in Primary and Secondary Sales Target Achievements, Brand Visibility in market as per company’s standards. |
| 1. **Worked as Section Sales Supervisor at Muller & Phipps Private Limited, From Feb-2015 to Nov-2015.**  * Muller & Phipps is a Multinational Distributor of leading companies operating in various industries including Unilever Pakistan Limited, PepsiCo International, National Foods Ltd, PTCL, Samsung, Getz Pharma and GSK Pakistan Ltd. * Worked with the Unilever Pakistan Project of Company, Reported to Distribution Manager and Territory Mangers. * Took over the Corporate Booking Section of Pre Seller within three months from Food Section. * Sales analysis with use of reports generation through company software and making incremental sales plans. |
| 1. **Worked as Territory Sales Executive at Philip Morris Pakistan Limited, From Sep-2013 to Jan-2015**  * Philip Morris (Pakistan) Limited an affiliate of Philip Morris International Inc. (PMI), is a public listed company on Pakistan stock exchange. Philip Morris (Pakistan) Limited is the leading manufacturer and seller of cigarettes for Pakistan's domestic market. * Joined as Field Sales Officer at Saleem and Co, Distributor of PMPKL and Promoted at TSE level with Company Pay Roll within one year. * Reported to Manager Sales. |

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| **Professional Experience** |

**SHANGRILA PRIVATE LIMITED** **Nov, 2015 to Present**

As **Territory Sales Manager.**

I am reporting to **Area Sales Manager.** My main responsibilities include;

* Leading Sales and Merchandisers team.
* Achieving Primary and Secondary Sales Budget Targets in value and volume.
* Making plans to have incremental sales and to improve brand appearance and availability.
* Close Monitoring of Distribution and Sales Force Through (DNS) Distribution Network System.
* Market analysis to identify the gaps, opportunities and competitor activities.
* Maintaining and developing relationships with existing customers through proper market visits.
* Business development through effective and focused Merchandising by using tools provided by Company**.**

**MULLER & PHIPPS PRIVATE LIMITED-Unilever Pakistan Limited Project Feb, 2015 to Nov, 2015**

**As Section Sales Supervisor**

I was reporting to **Distribution Manger**. My main responsibilities Included;

* Distribution Handling.
* Managed team of 15 Pre Sellers and managing their supplies well in time on daily basis.
* Achieving Secondary Sales Budget Targets in value and volume.
* Close Monitoring of Distribution and Sales Force Through a Software (ULTRA).
* On job training and motivation of sales force.
* Maintaining and developing relationships with existing customers through proper market visits.

**PHILIP MORRIS PAKISTAN LIMITED Sep, 2013 to Jan, 2015**

**As Territory Sales Executive. (Promoted form Field Sales Officer)**

I was reporting to **Manager Sales.** My main responsibilities include;

* Assisting Manager Sales in setting volume sales target for designated trade outlets and sales representatives.
* Following up monthly, quarterly and yearly achievements of Sales Representatives.
* Execution of all cycle planning activities assigned by officials.
* Ensuring brands availability and visibility in designated territory.
* Develop and maintain excellent working relations with traders.

**SALEEM & Co. April 2012 to Aug 2013**

**As Field Sales Officer**

I was reporting to **Manager Sales.** My main responsibilities include;

* Managed team of 10 Sale Men.
* Execution of all cycle planning activities assigned by officials.
* Develop and maintain excellent working relations with traders.

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| **Scholastics** |

* **Master In Business Administration (MBA-Marketing) Sep 2016**

National College of Business Administration and Economics (NCBA&E)

* **Bachelor Degree in Commerce Aug 2010**

University of the Punjab

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| **Key Projects Highlights** |

1. **Shangrila Trade Census -** Geographical Tagging and POP’s Validation using Google Location Service and software designed by company, Implemented Mobile order booking system in the company assigning visits frequency as per class and classification of POP’s and making PJP’s for Field Force Management System for Merchandizing as per company standards.
2. **Trade Census for Philip Morris Pakistan Limited -** Direct Visit to every outlet for obtaining complete data of category handlers along with competition information as well, merchandizing activities of competition.

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| **Skill Sets / Expertise** |

* Excellent written and oral communication skills.
* Advanced level Excel, Word, PowerPoint skills.