**CURRICULUM VITAE**

**SYED**

Email: [**SYED.375697@2freemail.com**](mailto:SYED.375697@2freemail.com)

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**Summary:**

15years of work experience in UAE in the field of Sales (FMCG Products) and Distribution. (CSCP – Certified Supply Chain Professional.)

**PROFILE:**

I am looking for challenging and responsible position, which offer me an opportunity to develop new skills while strengthen that I already possess. My experience in Sales and Marketing has enabled me to develop good management skills and analytical, logical approach to task and the ability to work under pressure.

I am able to work on both on my own initiative and a part of team.

My main strength are adaptability, dependability and the determination to get a job done as proven by my work experience in sales distribution, I try to learn new things with each experience because I believe, there is always room for self-improvement both personally and professionally.

**KEY SKILLS**

* Product Listing/ Negations/ Visual Merchandizing/ Product positioning/ Pricing strategies Product promotions/ Channel Distribution/ New account setup/ Product portfolio/Sales Forecast/ Target Markets/Ageing control/Team Working Building Relationships/Maximizing Profits.

**Crescent General Trading LLC**

**Nikai Group. Dubai September 2003 to Feb, 2107.**

**Modern Trade Sales Supervisor**

**Job Profile:**

* Working in all fronts, of Hyper and Super Markets like Carrefour, Union Coop Emirates Coop and Al Maya Group, Wholesale and Distributers.
* Execute the in-store objectives of the Sales Business Plans in order to achieve superior in-store presence and target sales volume.
* Planning, executing and implementing promotional activities for all the promotions.
* Responsible for controlling and managing payments for both cash and credit customers and distributers.
* Ensure the implementation of sales fundamentals (Distribution, Shelving, Merchandising and Pricing) across all assigned stores
* Monitoring proper display and price positioning of the products
* Excellent in improving the existing relations of organization and client.
* Extensive practical knowledge of distribution of deliveries to the customers.
* Excellent in refining the transport system for on time deliveries.
* Checking the inventory Level on daily bases to maintain proper supply.
* Implemented best practices on daily routine to achieve the desire results.

**Achievements:**

* Increase the sales by expansion customer base and help to achieve the targets.
* Increase the sales by implementation of promotions in major outlets.
* Improve productivity and delivery efficiency to our distributers.
* Maintain the availability of all Sku’s in all major outlets to increase the salesImprove inventory accuracy.
* Reduce the ageing inventory by doing promotions and bulk selling.
* Reduce stock out situations by regular monitoring the inventory.
* Clearing of short expires on time, to avoid loss.
* Resolved conflicts and restored relations with major accounts.

**Esquire Trading LLC.**

**Dubai. April 2002 to June 2003**

**Sales Executive.**

**Job Profile:**

* Excellent Sales and Negotiation skills.
* Managing and coordinating sales and marketing activities for the entire ‘B‘ and ‘C’ class supermarkets inManaging Sales, contracts, and payments.
* Developing strong business relationship with Wholesalers.
* Promoting new products and special deals.
* Maintain good relation with decision-makers ensuring flow of business.
* Always ensure for retention of business at all times.
* Follow-up of payment.

**Achievements:**

* Opening the new customers to increase the sales.
* Successfully clear the ageing stock to generate sales.
* Maintain inventory accuracy to avoid stock out.
* Successfully collected old payments and implement a process for credit period.
* Successfully clear all the short expiry stock.

**Swastika Trading Co. January 2000 to March 2002**

**Sales Executive.**

**India.**

**Job Profile:**

* Good organizational and time management skills.
* Sales & marketing activities for the Stock lists and Distributors, General Stores, Provision stores.
* Developing strong business relationship with the Bulk buyers.
* Maintain good relation with decision-makersEnsure for retention of business all the timesupervising the Supply of products as delivery schedule.
* Collection of payments timely.

**Education & IT:**

* B.A. (Bachelor of Arts) from Osmania University (External 1989.
* Working on MS Office and internet software.
* Certification Obtain.
* Certified in Supply Chain Management, CSCP.
* Blue ocean Academy – Dubai, UAE
* Basic of supply chain Management.
* Material Management, Inventory Management,NegotiationDistribution, Supply chain management Drivers.

**Attended Training & Seminars:**

* “Persuasive Selling Skills” workshop by Dr. Sunil Gupta of “Ideas Management Consultant.
* 3rd International procurement & Supply chain management conference conduct by Blue Ocean Academy, 2016 – Dubai, UAE.

**Personal Skills:**

* Effective communication and interpersonal skills.
* Hardworking, result oriented, capable of working under pressure, achieving dead-lines & with flexible timings to meet expectation.
* Excellent sales and negotiation expertise.
* Mature, independent and able to work within a team to achieve team goals.
* Organizational Skills.
* Management Skills.

**Personal Details:**

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| Nationality | Indian |
| Passport No. | Valid up to 27.03.2026 |
| Marital Status | Married / Date of Birth. 30-12-1968 |
| Sex | Male |
| Religion & Caste | Islam, Muslim |
| Driving license U.A.E | Valid up to 10.02.2023 |
| Visa Status | Transferable at any time. |
| Language Known | Arabic, English, Urdu and Hindi. |

Excellent Team player, Team builder, Innovative, Skilled communicator,Eagerness and abilityto learn new things, ready to face challenges.

Free time indulges including reading self-improvement books and trainings.

**DECLERATION**

It is my profound convection that I am capable work in your esteemed organization, with utmost sincerity and dedication, to the best your satisfaction.

I hereby declare that the information furnished is true to the best of my knowledge.