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| **Gulf Job Seeker CV No 155899**  ***Sales & Marketing / Business Development Manager***  ***Job Focus on: FMCG/Retail*** |  |

**Profile Synopsis **

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Strategic, Result-driven, and Gulf experience Management Professional equipped with 13+ years of diverse experience orchestrating successful business turnaround and growth ventures within a diversified industry. Manifest broad management and outstanding performance in directing the whole gamut encompassing Business Development, Sales & Marketing, Portfolio Management, Accounts Management, B2B/B2C, Territory Management, Business Operations, and Customer Service. Consistently delivered key contribution towards organization’s growth by implementing sound business practices, streamlining operations, devising innovative strategies, exploring new business opportunities, and developing contacts with industry key players; Displayed robust Business Development Strategy, Budgeting, Forecasting, Brand & Product Development, Technology Enhancement & Market Share Increase, Cost Reduction and Performance Management. Possess excellent leadership in honing the team to become an independent top-performing unit, focused on achieving or even surpassing company goals & customer expectations. Acquired excellent planning, analytical, problem-solving, decision-making, organization, supervising, time management, communication & interpersonal skills; Seek a challenging work profile within FMCG/Retail Industry where gained skills, expertise, and industry knowledge will have a valuable impact.

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| **Key Strengths & Expertise** | |
| * Gained 13+ years experience in a diversified industry * Product development/Accounts & Brand Management * Cost Control/Profit Maximization/Revenue Achievements * Strategic Planning - Business Development skills * Policies Implementation/Training & Development Skills | * Sales & Marketing/Operations/Business Development * Adroit in P&L Management and Portfolio Management * Key contact with key decision makers in UAE Region * Consumer Research - Competitors Analysis skills * Result-driven, Divergent and Out of the Box Thinking |

**Educational Qualification**

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**Bachelor of Commerce –** *University of Karachi, Pakistan* **2009**

**Intermediate of Commerce –** *TEC College, Pakistan* **2005**

**Matriculation –** *Hyderi Public School, Pakistan* **2003**

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| **Career Progression** |

**Market Developer –** *Al Ahalia Gulf Line General Trading LLC, Dubai, UAE*Jun 2013 – Present

*Coca Cola Al Ahlia started as a joint venture between Al Ahlia General Trading Co (PVT) LTD (AGTC) of the UAE and Gulf Line of Oman. In January 1990, the bottle and can lines were commissioned and the shipments of finished products to the UAE, Oman and other Gulf countries commenced.*

**Sales & Merchandising –** *Spinney’s Dubai LLC, Dubai, UAE*Jun 2010 – Jun 2013

*The renowned chain of supermarkets which provides quality service offering a variety of household products, vegetables, fruits, cosmetics, novelties and other items which are of mainly of regular day to day consumption.*

**Data Entry Operator –** *Silent Collaboration Networks, Karachi, Pakistan*Jun 2009 – Jun 2010

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| **Achievements** |

* Gained 13+ years of experience within the FMCG industry in domains of Business Development Manager, Sales Management, Key Accounts Management, Product Portfolio Management, and Client Relations.
* Gained thorough knowledge of Dubai retail market and successfully develop key contact with decision-makers in Multinational retailers in the UAE region.
* Established strong relationship with clients by providing effective customer service and right information which benefited the company in a long run.
* Acquired excellent communication, negotiation, and presentation skills and knowledgeable in Key accounts management and Cash collection as per agreed terms and conditions.
* Streamlined sales team, with vision in terms of product placement and distribution strategy.
* Facilitated merchandising guidelines to the sales staff and effective trade investment opportunities to sustain competitive advantage.
* Successfully achieved assigned sales targets consistent with company standards and achieved best performance parameters as well as organizational goals and objectives.
* Track record of exceeding sales objectives, delivering results under stiff competition, and providing ongoing service leading to add-on sales and long-term customer loyalty.
* Possess capabilities in providing solutions to complex natured operations issues plus a strong commitment to delivering excellent work performance even in a difficult and pressurized environment.

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| **Areas of Expertise** |

**Business Development Manager – FMCG/Retail**

* Identify trendsetter ideas by researching industry and related events, publications, and announcements, tracking individual contributors and their accomplishments.
* Maximized contact with key accounts, key contacts and other critical people at various client organizations and focus efforts to obtain new work and generation of new inquiries for the business.
* Screen potential business deals by analyzing market strategies, deal requirements, potential, and financials, evaluating options, resolving internal priorities, and recommending equity investments.

***Sales Forecasting and Planning:***

* Responsible to drive new business; achieving sales targets; ensuring all sales and fulfillment processes are executed as per the agreed time frame; implementing sales plan and managing the sales team.
* Manage the territory's forecasting and sales tracking. Increase market share by developing new customers. Efficiently prepare a pipeline of sales accounts and ensure minimum return from the store.
* Set sales targets for the sales team directly reporting based on respective verticals & markets. Initiates such as promotions offer and discounts to achieve sales projections.

***Service Orientation:***

* Ensure to meet the sales target as defined by the Regional Sales Manager. Negotiate sales prices and discounts in consultation with the Regional Sales Manager.
* Address customer complaints and fulfill requirements within time. Follow up with prospects for closure of sales
* Provide after-sales support to the customer & ensure on-time collection from customers. Monitor and validate costs and ensure they are within budget limits for the region. Visit retail outlets regularly to monitor the implementation of sales and promotional initiatives. Maintain & build relationships with customers & prospects. Engage in ethical behavior at all times.

***Team Management:***

* Safeguard adequate staffing of the sales team (executive and promoters) for his territory. Deploy a performance management system for his sales team. Ensure sales processes are adhered to. Conduct training and development needs of his region's sales team are identified and met. Lead the necessary initiative to retain & motivate team members.

***MIS and Reporting:***

* Monitor sales and related data and draw inferences to propose a future course of action. Effectively manage weekly sales reports from sales executives reporting to be collated and submitted to Regional Sales Manager. Maintain documentation such as contracts, agreements, Terms of trade (TOTs), A goods receipt note (GRN), and a Non-Returnable Gate Pass (NRGP) with customers. Provide timely feedback regarding the performance of the dealers and distributors to the RSM. Prepare & send collection reports to the regional sales manager on a periodic basis.

**Sales & Marketing Management**

* ***Sales Team Management –*** Develop, motivate and monitor the sales force. Convey all company directives, objectives, and philosophies. Work with the sales force in training sessions, market tours, store sets /resets, sales calls, and shows. Uphold team on selling points of the products, budgetary constraints & how to merchandise products effectively.
* ***Distributor Management –*** Foster distributor through tabletop shows, work with area sales managers to convey company objectives, and set up sales programs with the buyers utilizing promotional windows based on forecasting figures. Perform store sets/resets with field representatives and go on sales calls with the account managers in order to execute speed to shelf.
* ***Market Tours*** – Perform store audits to ascertain distribution and competitive status. Understand what the local selling environments are for the right category/products. Monitor the effectiveness of the implementation of sales programs.
* ***Brand Awareness –*** Understand the philosophy and objectives within a dynamic environment. Know priority in Store Keeping Unit (SKUs), selling points, competitive advantages, merchandising standards, what tools are available to help sell the products, and the processes that are involved to implement these tools.
* ***Data Analysis*** – Assess market conditions and identify areas of improvement. Utilize internal sales data vs. cost factor for brand performance.
* ***Forecasting –*** Utilize information from data analysis, coupled with information on the brands, promotions, budgets, and objectives, assist the management to develop forecasts by item, accounts, and on a monthly basis.
* ***Budget Management*** – Recognize what budgetary goals of the company are and work within the allotted scope with regard to spending, slotting, etc. when developing sales programs to drive incremental volume or new distribution. Monitor business conditions and be able to keep expenditures in the line up with the volume.
* ***Sales Presentations*** – Develop effective presentations that outline current market conditions, market trends, customer needs, and our competitive advantages. Utilize data analysis, store audits and any relevant information that can be gleaned from distributor representatives, store personnel, or industry peers.
* ***Other General Duties*** – Undertake any other duties as may be determined by the management which is commensurate with the nature and grade of the post.

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| **Proven Job Role** |

**Market Developer –** *Al Ahalia Gulf Line General Trading LLC, Dubai, UAE*

* Handled routine sales call cycle for existing retail listing. Presented new product introductions & presentations to retail partners. Processed and followed up on all orders as necessary.
* Coordinated demos and training as necessary. Assisted in new store opening and store reset support for Natural Food and Specialty Retailers. Worked in merchandising and retail support for accounts as directed by the Sales Manager.
* Maintained store sets, merchandising units, displays & product literature as warranted.
* Worked with Sales Manager to conduct broker training. Utilized market data (rankings, sales trends, etc.) to improve placement and retail support. Developed relationships at the store, wholesale, and manufacturer levels.
* Supported the team with support for trade shows and special events as necessary. Communicated with Sales Manager regarding sales issues & objectives.

**Sales & Merchandising –** *Spinney’s Dubai LLC, Dubai, UAE*

* Welcome and provide a heart-warming approach to all customers. Provided recommendations to the customers in finding beverages that are precisely based on their consumption. Conducted a custom-tailored sales presentation based on clients' needs. Assisted customers in selecting the most appropriate soft drinks and recommending the best product.
* Displayed and arrange products to promote sales and describe how products are used.
* Ordered the new stock, place special orders & merchandise products. Arrange deliveries & maintain customer relationship.

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**I.T Proficiency**

* Proficient in Hardware servicing & Networking
* Adept in customized accounting & data entry management packages
* Proficient in MS Office application (Word, Excel, PowerPoint, Email application & Internet).

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| **Personal Details** |

Nationality : Pakistani

Date of Birth : 26th April 1988

Marital Status : Married

Visa Status : Employment Visa

Languages : English & Urdu

Driving License : Valid UAE Driving License

Reference : Available Upon Request

