**Email:** **abdul.181469@2freemail.com**

**Address: Dubai, UAE**

Abdul



* Product Development
* Product Marketing
* Profit Maximization
* Sales and Marketing
* Solution Selling
* Strong Decision Making
* Strong Profit Orientation
* Team Player/Leader
* UAE Marketplace Trends/Dynamics
* Business Development
* Business-to-Business (B2B)
* Client/Vendor Relations
* Competitive Analysis
* Customer Acquisition & Retention
* Customer Service Excellence
* Flooring Products
* Market Research & Analysis
* Negotiation & Closing Skills

**Areas of Expertise**



**Career Objective**



A highly accomplished, result-driven and accomplishedprofessional **with more than 5 years’ experience** in Flooring and other industries. Delivering strong results in Sales, Business Development, Customer Service, and Marketing. Successful track record in competitive, multicultural UAE and Indian markets.

Well-exposed to the UAE flooring market for 4+ years with good knowledge on various flooring products such as Carpets, Hardwood, ResilientLuxury Vinyl, Laminate, and Carpet Tile products. Recognised for contributions to year-on-year record setting sales figures, achieving continuous, improved business performance and maximizing sales and revenue and company market share. Key awards include Appreciation letter from Corporate VP (Materials Management) of Rotana Group, and Certificate of Excellence for Target achievement from the VP – HDFC.

Well networked with all 4 & 5 stars Hotels, Interior Designers and major construction industry players and highly successful in maximizing key accounts, expanding sales, forging partnerships in the markets and dealing with customers and strategic partners at senior levels. Exceptional speaker with a consultative style, strong negotiation skills, exceptional problem solving abilities, and a keen client needs assessment aptitude.

Trained in Various software’s tally and different languages C, C++, HTML

Organized intra college fest and also participated in seminars

Presentations on various case lets

Trained in MS Office and Oracle HRMS

 **Training & Seminars**



**MBA (Marketing, IT)**

Osmania University, 2012

**Bachelor Computer Science**

Osmania University, 2007

 **Educational Attainment**



**Date of Birth**

21st August 1985

**Marital Status**

Married

**Languages**

English, Urdu and Hindi

**Nationality**

Indian

**Driving License**

Valid UAE D/L

**References**

Available upon request

**Personal Profile**



**Career Snapshot**



|  |  |
| --- | --- |
| Jul 2014 - Present | **SALES EXECUTIVE** **(Flooring Products)****Floortech Interiors LLC**, Dubai, UAE |
| Jul 2013 – Jun 2014 | **SALES AND MARKETING OFFICER** **AST Digital Print Centre**, Dubai, UAE |
| Feb 2010 – Feb 2012 | **BUSINESS DEVELOPMENT MANAGER –** **(Sales and Markting)** **HDFC Bank**, Hyderabad, India |

***Sr. Sales Officer / Business Development Executive***

**Jul 2014 - Present SALES EXECUTIVE (Flooring Products)**

**Floortech Interiors LLC,** Dubai, UAE

**Job Responsibilities:**

* Generating sales leads and help manage our existing accounts in the flooring division.
* Managing a portfolio of flooring products from Belgium, Germany, China and Italy including a range of carpets, parquet, and vinyl flooring etc.
* Selling a full range of manufactured Carpets, Hardwood, Resilient Luxury Vinyl, Laminate, and Carpet Tile products to retail, commercial and trade customers.
* Reporting directly to the Director with responsibility for increasing the company turnover Year Over Year (YOY).
* Visiting on a regular basis existing customers and providing necessary guidance, support and staff training, product demonstrations.
* Providing an exceptional level of customer service and answering any queries they may have.
* Working collaboratively to achieve annual/quarterly sales budgets, market share, gross margin and key account growth targets.
* Taking proactive action to drive increased sales performance in order to achieve commercial flooring sales objectives.
* Consulting with potential customers to layout, design, and coordinate flooring selections; working with both customers and end users.
* Using commercial flooring product knowledge to determine scope of work, specify product, answer customer's questions, and close the deal.

**PROJECTS:**

* **DWTC Hotel Apartment**
* **Contro Sharjah, Centro Capital Central, Centro Al Manar.**
* **Park Rotana, Khalidiya Rotana. Rose Rotana, Amwaj Rotana, Yas Rotana, Al Ain Rotana**

**NOTABLE ACHIEVEMENTS:**

* **Awarded with letters of appreciation from Corporate Vice President of Rotana Group in recognition of outstanding commitment demonstrated by consistently exceeding expectations and sales targets.**
* **Recipient of Certificate of Excellence from the Vice President – HDFC for constantly achieving and surpassing targets.**

**Jul 2013 - Jun 2014 SALES AND MARKETING OFFICER**

**AST Digital Print Centre,** Dubai, UAE

**Job Responsibilities:**

* + Reported directly to the Sales Coordinator and Branch Manager, and updating the Daily Status Report.
	+ Created requirements from prospective customers and converting into a business deal by providing Digital Printing services like Business card, Letterheads, Banners, Scanning, Binding, and Brochures etc.
	+ Enticed and engaged with customers already dealing with direct competitors by fixing business deals.
	+ Assured consistent and sustainable growth of business and the achievement of the long-term vision by developing, implementing, and facilitated the execution of Area and Country specific short, mid, and long-term strategic business plans.
	+ Proactively gave input and participated in the business planning process to better formulate suitable and effective marketing plans and targets.
	+ Managed and controlled the marketing and sales functions to ensure its optimal utilization in liaison with the respective Region in Dubai.

**Employment History**



**Feb 2010 - Feb 2012 BUSINESS DEVELOPMENT MANAGER (Sales & Marketing)**

**HDFC Bank, Hyderabad,** India

 **Other Career Role**

