



ANEES THURAKKAL

SALES EXECUTIVE

DUBAI, UAE

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aneest100@gmail.com

PERSONAL SUMMARY

An ambitious, highly motivated and energetic sales executive with excellent marketing and business development skills. Experience of managing sales and merchandising for established retail outlets, franchises and international brands. A results orientated professional with a proven ability to get results, generate revenue.

CAREER HISTORY

PROFESSION : SALES EXECUTIVE – 18 YEARS EXPERIENCE IN UAE

❖ **SALES EXECUTIVE – AL NAFEES DRUG STORE**
[NOVEMBER 2021– PRESENT] - DUBAI - UAE

One of the leading FMCG distributor of cosmetics and medicines in UAE. Dealing with all classes of markets

❖ **SALES EXECUTIVE – BAQER MOHEBI ENTERPRISES LLC**
[AUGUST 2003– OCTOBER 2021] -ABU DHABI - UAE

One of the leading FMCG distributor of food & non- food items in UAE. Successfully Servicing customers from the hypermarkets to the smaller corner outlets of UAE and also deals with HORECA

ROLES AND RESPONSIBILITIES

Involved in the strategic market planning for the companies services, as well as being in charge of the sales team. Organized merchandising operations and major events like promoting new store openings or product launches.

- ❖ Maintaining close business relations with all the accounts assigned.
- ❖ Ensuring no lost opportunity of all “Listed SKU” in each key account
- ❖ Achieving the monthly productivity targets and effective coverage targets
- ❖ Implementing the planogram as per the annual key account agreement
- ❖ Providing input and ideas for marketing/sales growth to the sales head staying ahead and reacting in accordance to the market changes

- ❖ Preparing monthly ,weekly or daily report and presentation
- ❖ Collecting ,analyzing and evaluating the information in the market to increase the sales.
- ❖ Identify new prospect markets for existing range by using excellent market relation, product knowledge, and costumer knowledge.
- ❖ Meeting with suppliers and managing the distribution of stock by negotiating cost prices, ordering stock, agreeing timescales and delivery dates, and completing the necessary paper work
- ❖ Working closely with visual display staff and department heads to decide how good should be displayed to maximum customer interest and sales.
- ❖ Monitoring slow moving items and taking necessary action such as price reduction/promotion's, etc.
- ❖ Analyzing previous season's sales and keeping track of current sales with reference to last year performance to understand areas of strengths/weakness in target market

KEY COMPETENCIES AND SKILLS

- Professional in sales and marketing
- language trainer in English
- DCA
- MS-Office, Word, Excel and Power Point.

ACADEMIC QUALIFICATIONS

- ❖ POST GRADUATION MA ENGLISH LITERATURE
Course completed [ANNAMALAI UNIVERSITY – TAMILNADU, INDIA]
- ❖ DIPLOMA IN COMPUTER APPLICATION
[LBS CENTER FOR SCIENCE AND TECHNOLOGY,GOVT KERALA,INDIA]
- ❖ GRADUATION –BA (ENGLISH LITERATURE)[**CALICUT UNIVERSITY, KERALA, INDIA]**

PERSONAL DETAILS

- Date of Birth : 15-03-1977
- Gender : Male
- Nationality : Indian
- **Immediate available**
- **Employment visa (Transferable)**

Reference upon request.