

Muhammad Ramzan

10+ years FMCG Sales Experience (09 years UAE)

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Nationality: Pakistani
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Visa Status: Employed (Dubai based)
Notice Period: One Month
D.O.B: 16 July 1985



PROFILE SUMMARY (How I am making profit for current organization)

Well qualified UAE based experienced sales professional (FMCG) with 10+ years diversified working experience across multinational brands (Oasis water-NFPC, Coca Cola International, Metro Cash & carry)
Currently team handling of 37 sales staff (BDE, Driver salesman, Helpers)

Eager to boost **current organization's revenue by at least 15%** over the next fiscal year through horizontal & vertical growth.

In last year **(2020) during COVID-19 pandemic**, maintained a **customer retention rate of 90%** due to which closed the 2020 budget by 95% thanks to which won the best sales supervisor of the year award in 2020.

Injected new business during 2020-2021 worth of \$0.5 million.

How can I benefit your organization

Currently handling a customer base of 6K+ including commercial & residential sectors & have a very **good relationship with key accounts** that can be used in favor of your organization.

I have an extensive experience in **data management**, smooth day to day operations, **inventory management** by using these skills, I **can save your operational cost**.

As a customer-oriented sales professional having an experience of **maximizing the sales, crushing quotes**, and building loyal relationship with high profile clients.

By using route to market strategy can reduce the **distribution cost per unit**.

Recruiting & training staff ensuring adherence to the standard operating procedures and reviewing yearly performance (special attention to **control theft/stealing** or any other malpractice)

SKILLS:

Functional Skills

- Data analysis, Operation management, customer relationship management, Inventory management, Team management, report writing.

Soft Skills

- Negotiation, Planning & Decision making, Communication skills.

EXPERIENCE:

Sales Supervisor (June 2014 - present)
National Food Products Company (Oasis, Lacnor, Milco, Arla)

Product Range Included:

5-G water, PET bottled water, Tetra pack water (new product), Juices (Lacnor), Milk (Milco), Sparkling Water, Tissues, water dispensers, drinking cups.

Major Customers:

Commercial (Group of companies e.g., Landmark group, Paris Group, Farnek, MAF etc.)
Residential Sector (Residential Towers, Cluster buildings, Labor accommodations etc.) **Modern Trade** (Choitram, lulu, union cop etc.) **HORECA** (KFC, Burger King, JW Marriot, Al Rostmani, Sheraton, Radisson blue, Canal Hotel etc.)

Job Description:

Business Goal:

- Develop & implement business strategies/plans to achieve the business objectives for NFPC & maintain profitability.
- **Maintain & enhance the distribution network** in order to maximize the **route efficiency** and sales. Also, and identify **new business opportunities** in order to grow horizontally and vertically.

Inventory:

- Establish guidelines/control mechanisms to ensure availability of products & optimum stocks of various SKUs across the markets in the assigned territory.

Distribution Strategy:

- To develop and communicate a fully Service & Distribution execution plan.
- Route to Market Strategy (**Distribution Cost per Unit**).
- Key Account Management (Value versus cost ratio and justification level)

Marketing Support:

- Coordinate with marketing department to ensure Marketing support/ promotions for increasing trade visibility and brand awareness in Assigned Area.

New Business Generation:

- Formulate strategies/plans by regular trade visits/studies of demands & trends to increase product portfolio range and develop new business opportunities.
- Update his knowledge and identify potential sales opportunities to maintain/increase the market share by constantly monitoring and assessing competitor's activities.

Collections:

- Assist the management by closely monitoring sales collection in order to avoid financial loss.

Business Development Executive (NFPC same company) (June 2012 – May 2014)

Sales Supervisor (Oct 2009 – May 2012)
Coca Cola Beverages International Ltd (Pakistan)

Team Leader (Acquisition Consultant) Metro Cash & carry (Aug 2008 – Sep 2009)

EDUCATION:

Master of Business Administration
COMSATS University Lahore, Pakistan (2006 - 2008)

HONORS AND AWARDS:

- Skillfully increased sales over \$60,000,00 from \$ 48,000,00, an increase of around 20%
- 10% over achievement v/s YTD budget of 2011, rewarding as Best Sales Supervisor at COCA COLA