

MUHAMMAD ZUBAIR

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Driving License: Expiry 23-08-2025

Date of Birth: 10-May-1990

Visa Status: Visit Visa



I am a brand in the sales field, selling is my art, to excel in the sales field, product knowledge is my key. I bring customers through my professional skills and pursuing targets is my achievement. I am looking for a company that values my abilities. So, that I can show my loyalty.

EXPERIENCES

NATIONAL FOOD PRODUCTS COMPANY-NFPC (FMCG FOODS & BEVERAGES) LACNOR JUICES

KEY ACCOUNT EXECUTIVE (Modern Trade & Traditional Trade)

September 2019, March 2021

- Handling major accounts like Spinneys, Choithrams SM, Urban Foods SP & HM, Rameez HM and Ansar Mall.
- Finalizing the bulk quantity deals with the customer's store.
- Coordination with the logistic department regarding delivery.
- Controlling price fluctuation of all products in different accounts.
- Giving ideas and launching new promotion activities for the different accounts regarding the market's situation.
- Finalize (**BDA**) Business Development Agreement with the customer.
- Implement Monthly (**BDA**) Business Development Agreements store wise and accounts wise.
- Plan & Execute the brand activations for the customer.
- Periodic shop visits to control product visibility, availability, pricing, promotions, and competitor events.
- Control of the credit notes/money collections and making sure to raise Credit notes on time.
- Dealing with the accounts department regarding cheque collections & payment issues.
- Informing to product development department regarding product problems.
- Resolving Customer Complaints and keep maintaining a good relationship is my priority.
- Handling **A-Class** & **B-Class** Markets.
- Managing Sales Staff, Coordinating Sales Activities
- Handling the merchandiser's sales, following up on daily basis, and making a plan for the market's survey on a daily and weekly basis.
- Meeting with purchase manager for product listing and price setup by various means.

REPORTING

- We are making display presentations on monthly basis and share with the manager.
- We have a monthly one-time sales meeting with the sales director and are aware of our sales plan and get tips regarding sales.
- Weekly three-time meets with sales manager discuss sales and also share the problem internally and externally.
- Aware of the competitor's activity and share with the manager daily.

ACHIEVEMENTS

- Increased sales growth in three months at 17% spinneys, 5% Choithrams, and six months 56% Urban Foods & 54% Ansar Mall.
- Overall growth in 9th months 25% in all accounts.
- Collection targets
- Achieved my target stores wise brands wise and overall targets every month.

THREE BEARS GOODS FZE (FMCG FROZEN PRODUCT)

SALES EXECUTIVE

Jun 2018 to March 2019

- Taking orders from markets.
- Delivering the goods to the market with the coordination of logistics 'head.
- Scheduling the goods delivery in different markets.
- Dealing with goods return matters according to their condition.
- Meet with the market manager and discuss upcoming promotions.
- I am handling frozen items.

KHAZAN MEAT FACTORY (FMCG CHILLER & FROZEN PRODUCTS)

SALES EXECUTIVE

February 2015 to April 2018

- Prepare sales contracts and submit orders for processing.
- Collaborate with colleagues to exchange information, such as selling strategies and marketing information.
- Handling major markets like UNION CO-OP, T. CHOITHARAMS, ASWAQ, and C4's.
- Coordinate with the Retail Sales Representatives team to provide excellent customer service (especially during peak times)
- Manage returns of merchandise.
- Ensure racks are fully stocked available in the market back store.
- Conduct price and feature comparisons to facilitate purchasing.

REPORTING

- Submit weekly sales reports to the sales manager and sales supervisor.
- Report of sales accurately and correctly on MS EXCEL., submit daily activity Reports.
- What is a promotion going on the market, what is the average of sale daily we also mention in the reports.

ACHIEVEMENTS

- I won the salesperson award from khazan meat factory on overall sales increased by 20% and above.
- Got promotion from merchandiser to sales executive in February 2015. It was a big achievement for me.

KHAZAN MEAT FACTORY (FMCG CHILLER & FROZEN PRODUCTS)

MERCHANDISER

August 2010 to February 2015

- I maintain customer relationships by visiting with store managers, and employees; answering their questions; responding to special requests.
- Check the expiry product and damaged products in market display area we take that and keep in the back of the store on the damaged area.
- Follow the (FIFO) first in first out.
- Maintain a good display of the product.
- Always check the temperature of products and chillers frozen as well.
- Arranging for return and credit for damaged products.
- Always check the price of the products.
- Helps field sales representatives with special promotions by setting-up displays in markets.
- Checking daily on special promotions; observing customer reaction to special promotions forwarding observations to the sales executive.
- Determines call schedule by reviewing priorities with supervisor; discussing special instructions, product promotions, new products, and price changes.

REPORTING

- Provides information by reporting growth, expansion, or closing of supermarkets in assigned territory.

- Write the daily market visiting reports and submit them to the sales executive.
- Every day write the report of the product availability in the markets.

ACHIEVEMENTS

- Realized self-targets by 100% following merit in strategic sales planning and execution.
- During the promotion period get the big orders and achieve the target 30% & above.
- Developed new quality standards for better quality performance and reliability.

EDUCATION

Quaid e Azam University of Pakistan	Lahore Pakistan
Bachelor of Commerce	2009-2011

PROFESSIONAL STRENGTH

- Quick learner and Listening
- Working under pressure
- Honesty and Integrity
- Creating a positive work environment

SKILLS

- Microsoft office, WORD and EXCEL (VLOOKUP & PIVOT TABLE)
- Web Scraping from any social media platform FACEBOOK, INSTAGRAM, LINKEDIN
- Data entry from any format to EXCEL, WORD, POWERPOINT

PERSONAL INFORMATION

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|-------------------|-----------------|
| • Name: | Muhammad Zubair |
| • Father Name: | Abdul Salam |
| • Marital Status: | Single |

INTEREST & HOBBIES

- Cricket, Traveling, Socialization, Swimming