

Javed Akbar

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Dubai, U.A.E.



Professional Summary

An UAE Experienced Sales professional having more than 19 years of diversified working experience Across Multi Channels with Customer Base Like Co-ops, Hyper Markets, Chain Supermarkets, Convenience Stores Chain, HORECA And Traditional Trade in Sales Operations, Trade Marketing, Distribution Management, Business Development, Brand Management, With market Leaders FMCG Companies **Masafi LLC**, **Al Jadeed Bakery**, **Garden Palace General Trading ETC.**

EMPLOYMENT HISTORY

Sales & Operations Manager UAE Region – (Sep 2022 – to date)

Tasneem Food & Beverages Trading LLC

- Creating a strategic plan for improving operational efficiencies and increasing productivity through changes in the sales process
- Ensuring that company policies and procedures are being followed by the staff members.
- Establishing and maintaining relationships with clients to improve product sales and long term profitability of the company
- Reviewing financial reports to identify trends in customer purchasing behaviors in order to make recommendations to further increase sales.
- Evaluating employee performances and identifying staffing requirements based on the sales budget, completing the hiring processes in co-ordination with HR department and assisting HR in development of staff incentive programs.
- Identifying staff training gaps and arranging trainings at different time intervals to manage staff efficiently.
- Responsible for all legal contract compliances, renewals, price protections, marg in changes related to the customer business development agreements.
- Conducting daily market visits to check route coverage in term of product availability, visibility, competitor activity and continuously searching for new opportunities in order to increase sales volume.
- Developing and maintaining efficient distribution network to ensure the comprehensive reach of company products across the region to achieve or exceed the sales targets.
- Coordination and follow up with the store supervisor to ensure that adequate stock of products is available to meet sales delivery schedules with superior levels of service.
- Liaising with marketing team to ensure that adequate marketing support by way of merchandising and promotions is available in the branch in order to provide brand visibility and promote sales.
- Planning and implementing local sales promotion across key accounts in consultation with marketing department.

Sales Manager UAE Region – (March 2022 – Sep. 2022)

Emirates Co-operative Society - Organized & Traditional Trade and HORECA



- Handling an average monthly business of over AED 1.5 million with a team of 7 members, covering key accounts/modern trade (A,B&C Class) / Grocery Business, HORECA and Corporate sector through 12 SKUs of Water, 8 SKUs of Juices & Drinks, 2 SKUs of cooking oil and 2 SKUs of Rice.
- Conducting daily market visits to check route coverage in term of product availability, visibility, competitor activity and continuously searching for new opportunities in order to increase sales volume.
- Analyzing key account metrics, coordinating with other teams like quality control, developing mechanisms for applying learnings and experiences to improve the customers acquisition process
- Keep abreast with industry and market trends and best practices
- Conducting research for new/upcoming products/SKUs and updating the management.

- Developing annual business plan and implementing sales strategies for increase of market share and profitability.
- Researching key customer demands and suggesting solutions that answer clients' needs and wants
- Serving as contact point for key customers and internal teams and ensuring the ordered products

Key Account Manager FMCG – (Aug 2020 – Feb 2022)

Socioladder LLC



- Develop and maintain strategic long-term trusting relationships with high volume clients to accomplish organic growth and long-term company objectives.
- Research key customer wants and needs
- Serve as contact point for key customers and internal teams
- Devise and execute an end-to-end customer acquisition strategy to achieve the target of acquiring, cultivating, retaining medium/group customer, covering territories, customer categories, and customer segments for Mashreq POS machines & Noqodi App
- Gather customer/merchant feedback & undertake competitor analysis and spot the market shift to create new business strategies for approaching customers or groups
- Hiring and mentoring sales team to successfully achieve the gross target & covering categories like retails (Coops & Hypermarkets), restaurants, hotel chains.
- Represent the company in various events and other activities and facilitate in promotion and branding
- Support onboarding of products by coordinating with customers, operations, content, finance, and quality control teams
- Develop mechanisms for applying learnings and experiences to improve the customers acquisition process
- Measure, track and analyze key account metrics and reporting to higher management.
- Keep abreast with industry and market trends and best practices

Key Account Manager UAE – (Jul 2013 -Aug 2020)

Masafi LLC



- Develop and maintain strategic long-term trusting relationships with high volume clients to accomplish organic growth and long-term company objectives
- Ensure the ordered products are delivered in a timely manner
- Serve as contact point for key customers and internal teams
- Resolve customers' complaints in an effective and respectful way
- Gather, report and communicate customers' feedback on service, technology & product delivery
- Research and source new potential clients
- Measure, track and analyze key account metrics
- Create reports for upper management
- Keep abreast with industry and market trends and best practices

Sales Supervisor - Organized & Traditional Trade and HORECA - Jul 2008 - Jul 2013

- Handling an average monthly business of over AED 2 million with a team of 9 members, covering key accounts/modern trade (A&B Class), C Class / Grocery Business, HORECA and Corporate sector through 20 SKUs of Water, 60 SKUs of Juices & Drinks, 4 SKUs of Rice and 3 SKUs of Energy drink.
- Conducting daily market visits to check route coverage in term of product availability, visibility, competitor activity and continuously searching for new opportunities in order to increase sales volume.
- Developing and maintaining efficient distribution network to ensure the comprehensive reach of company products across the region to achieve or exceed the sales targets.
- Coordination and follow up with the store supervisor to ensure that adequate stock of products is available to meet sales delivery schedules with superior levels of service.
- Liaising with marketing team to ensure that adequate marketing support by way of

merchandising and promotions is available in the branch in order to provide brand visibility and promote sales.

- Conducting research for new/upcoming products/SKUs and conveying the same to management.

Sales Supervisor Dubai – (Jul 2006 – Jul 2008)

Al Jadeed Bakery LLC



- Planning, organizing and achieving budgeted sales. Managing Sales and Distribution for the allotted region. Marketing and new customer development. Preparation of route plan for sales team. Assigning targets and monitoring sales activities of salesman. Keep record of sales rotation. Conducting and monitor in shop selling activities.

Marketing Specialist Dubai – (August 2004 – Jun 2006)

Garden Palace Trading UAE

- Sales and marketing. Clearing shipments from air cargo. Arranging delivery of shipments. Achieving the target and collection with optimum resources. Supervision of field & marketing staff.

Achievements

- **Super Hero Award** for 2019 on the Achievement of **179% Vs Target**
- **Certificate of Appreciation** for 2014 on the Achievement of **112% Vs Target**

STRENGTHS

- Vast experience in FMCG/ Food/ Nonfood products
- Key Accounts / Retail / Wholesale /Corporate sales / HORECA and customer service experience
- Excellent negotiation & communication skills
- Skilled in targeting & penetrating potential market
- Business development & key account management
- Sales promotions, business planning, marketing and distribution channel management
- Effective team player and strong manager
- Strong commercial sense and business acumen

AREAS OF EXPERTISE

- Key account management, business planning, strategy formulation, resource optimization.
- Adept in aggressive selling & marketing to strengthen brand & increase product sales.
- Develop and enforce sales and marketing strategies to promote business.
- Drive efforts towards persuading potential customers to buy product using excellent presentation & negotiation skills.
- Uphold an advanced knowledge of company's all product lines, policies and support services.
- Developing client database, follow up with repeat clients and present reports to management.
- Keep up-to-date with market trends and developments in the relevant industry.
- Conduct SWOT analysis to identify strengths, weaknesses, opportunities and threats.
- Preserve awareness of trends and issues in the industry and on how they could affect sales.

IT SKILLS

Proficient with MS Office, Suite, e-mail and essential office applications. Working knowledge of Excel.

PERSONAL DETAILS

Nationality : Pakistani
Date of Birth : 1st November 1968
Marital Status : Married – 2 Kids
Passport No. : AF4158363
Visa Status : Employment
Driving License : Valid UAE driving license with own car
Languages : English, Arabic, Urdu & Punjabi
Reference : Available upon request