ATHAR AHSAN CHAUDHARY

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U.A.E

# Objective: To acquire a suitable position in sales & marketing in your esteemed organization where I can prove my talents and use my ability for the benefits of the company and obtain a challenging position and growth-oriented carrier in marketing & sales while being challenged in a dynamic environment.

#### Personal Information

**Name: Athar Ahsan Chaudhary**

**Fathers name**: Abdul Ghafoor Chaudhary.

**Date of birth**: 18, July, 1972.

**Marital Status**: Married.

**Nationality:** Pakistani.

**Languages:** English, Urdu, Punjabi, Hindi & Arabic (Basic).

**License:** Valid UAE & Omani driving License.

**Hobbies:** Chess, Music, Driving.

# Professional Experience

**(March 18 – Till Date)**

**Position: Sales Manager**

**Company: Allied Arab Trading. Dubai -UAE**

**Company Business:** The Company is distributor for Sanitary ware, Mixers, Plumbing materials like Drain covers, Pex pipe, PPR pipes, Pumps from Germany & UK brands all over UAE.

**Products: Sanitary ware / Plumbing: dot X (Germany)**

**Pumps: Armstrong (UK)**

**Responsibilities:**

* Looking after Project Sales in UAE.
* Specifying products meeting consultants, clients, architects.
* Appointing new dealers & maintaining long relations with them.
* Reporting to MD..
* Market analysis.
* Recording customer’s data & finalizing the deal

Gathering competitor’s product details and pricing.

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**(April 16 – Feb 18)**

**Position: Area Sales Manager**

**Company: Delabie (France) Dubai -UAE**

**Company Business:** Delabie is a French company producing mainly sanitary ware fittings such as Electronic taps, mixers, Time flow taps, thermostatic mixers, Water controls for health, Grab bars, bathroom accessories, Stainless steel sanitary ware

**Products:** Sanitary ware fittings, Stainless steel sanitary ware (France)

**Responsibilities:**

* Looking for Dubai & Oman market.
* Specifying products meeting consultants, clients, hotels, healthcare, architects & contractors,
* Supporting dealer in the projects.
* Supporting marketing activates by attending trade shows & other marketing events.
* Generating new business with activates in the market.
* Recording customer’s data.
* Sourcing new products from different markets.
* Reporting to Regional Manager
* After Sales service

**(Aug 14 – March 16)**

**Position: Business Development Manager**

**Company: Bath & Tile Kraft / Kitchen Kraft co. Dubai -UAE**

**Company Business:** The Company represents reputed high end European Brands in the business domain of Kitchens ,Bathrooms, Tiles, Ceramics & Porcelain, Sanitary ware, Wooden floorings & Marble & Stone offering Unique designs, Product & Services.

**Products:** Sanitary ware: Globo (Italy), Jika( Roca**)**

Tiles: GEO Spain, Chinese, RAK ceramics, Saudi Ceramics

**Responsibilities:**

* Head of Whole Sale Department also looking for Projects.
* Specifying products meeting consultants, clients, architects.
* Appointing new dealers & maintaining long relations with them.
* Supporting marketing activates by attending trade shows & other marketing events.
* Looking after UAE, Oman & Saudi Arabia market.
* Recording customer’s data.
* Sourcing new products from different markets.
* Direct reporting to GM of the company
* Generating new business for the company.
* Preparing Budgets

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**(July 12 – July 14**)

**Position: Product Manager**

**Company: Specialized Suppliers FZE – Dubai -UAE**

**Company Business:** The Company represents sanitary ware / Ceramics/ Porcelain/ bathroom products / building materials of reputable European & USA brand throughout distributors to Middles east countries like UAE, KSA, Qatar, Oman, Bahrain & Kuwait

**Brands: - Schell** Institutional sensor Taps & mixers from Germany.

* **Altmans** Luxuries & High end taps & mixers from USA.
* **Valadares** Sanitary ware, bathtubs from Portugal.
* **SAM** Commercial taps & mixers from Germany.
* **SENDA** Stainless Steel Sanitary ware from Portugal.

**Responsibilities:**

* Specifying products from consultants, Interior designer, Architects, hotels & health care.
* Looking after all Middle East Market.
* Solving technical after sale service issues. .
* Maintain relationship with current dealers & clients & developing new one.
* Maintaining CRM for company data

**(March 05 – June 12**)

**Position: Area Sales Manager**

**Company: Oman Ceramics Co- (Dubai Br). UA.E.**

**Company Business:** The Company is engaged in manufacturing & marketing high class sanitary ware i.e. water closets, wash basins, bathtubs, Tiles & mixers etc. Company products are currently sold to GCC & west Europe countries.

**Responsibilities:**

* Increasing of sales volume & market share of our product in UAE market
* Area under my territory includes Dubai, Abu Dhabi, Shj, Ajman, Fujairah, Rak & all northern emirates.
* Bahrain & Srilankan markets were also under my supervision.
* Direct dealing with companies, consultants & customers.
* Support existing dealers & to add on new dealers too.
* Getting approvals from consultants & clients.
* Market study & feedback given to company’s GM & C.E.O
* Developing new contractors account.
* Identifying competitor’s promotions & strategies
* Preparing Budgets for each year & submitting to GM &CEO

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**(Oct 03 – Feb 05)**

**Position: Sales & Marketing Manager**

**Company: Bosco Aluminum & Glass Co LLC. Dubai - UAE**

**Company Business:** The group is one of the having different divisions, such as Aluminum & Glass, uPVC, Powder coating, Hardware, power tools, abrasives, etc. High class projects are in pipe line & already done by the group.

**Responsibilities:**

* Establishing new, and maintaining existing, long term relations with customers.
* Traveling to visit potential clients.
* Supporting marketing activates by attending trade shows & other marketing events.
* Direct dealing with companies, consultants & customers.
* Recording customer’s data.
* Getting approvals from consultants & clients.
* Direct reporting to Executive Director of the company
* Negotiating quotes & contract terms to meet both client & company’s need.
* Offering after sales support services.

**(July 97- June 03)**

**Position: Sales Supervisor**

**Company: Oriental Building Materials Co, Muscat, Oman.**

**Company Business:** It’s a big group having fully computerized and fully automatic

Block Factory, Ready Mix, Crushers, Kerb stone factory, Insulated blocks factory, Polystyrene products factory, Paving tiles factory etc.

**Responsibilities:**

* Training, organizing & monitoring sales force.
* Motivating sales force to achieve targets formed by company.
* Giving new proposal to the higher management & identifying product promotions.
* Competitor product study and analysis.
* Direct dealing with companies, consultants & customers.
* Estimating demand & forecasting sales.
* Developing new customers & market penetration.

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**Internship**:

Three months internship training was done with Globe Automobiles (pvt) Ltd, Lahore. The company was the main dealer for Massey Ferguson (MF) tractors in Lahore.

**Professional Qualification**:

**M.B.A** Master of Business Administration major in “ Marketing” **1994-96** two years course was completed.

Pakistan.

**B.Com**: Completed Bachelor degree of commerce from University

**1991-93** of Punjab, Lahore. Pakistan

### Computer Qualification

Computer courses i.e. Microsoft Office Windows , PowerPoint, Internet & e-mail were done from Pak Aims Lahore during MBA program.

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