

MUHAMMAD SHOAIB RASHEED

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CAREER OBJECTIVE

A job position Sales Representative, Sales professional. Oversee customer service, Creditor relations, contract and price negotiation, revenue potential, personnel management monitoring retail sales and trends, developing major accounts, and designing programs to increase product knowledge. Demonstrate leadership and team-building skills

PROFESSIONAL EXPERIENCE (7 Years)

ORGANIZATION: HILL TECH ENGINEERING COMPANY
POSITION: MARKETING EXECUTIVE AND PURCHASER
DURATION: JANUARY 2019 TO CONTINUE.
RESPONSIBILITIES:

- Prepare and deliver technical presentations explaining products or services to customers and prospective customers
- Confer with customers and engineers to assess equipment needs and to determine system requirements
- Collaborate with sales teams to understand customer requirements and provide sales support
- Secure and renew orders and arrange delivery.
- Plan and modify products to meet customer needs
- Help clients solve problems with installed equipment
- Recommend improved materials or machinery to customers, showing how changes will lower costs or increase production
- Help in researching and developing new products

PURCHASER.

- My duty to analyze all suppliers in order to select the most suitable suppliers who are able to deliver high quality products at competitive pricing.
- Negotiate with suppliers on lead-time, cost and quality so as to obtain the maximum benefit for the company.
- Communicate with suppliers on delivery schedule so as to ensure on-time deliveries of final product.
- Perform regular performance review with suppliers to drive continuous improvements
- Create monthly performance reviews and reports focusing on overall sourcing requirements.
- Adopt appropriate supplier management methodologies and procurement strategies in purchasing to secure better prices.
- Train team on effective procurement processes and strategy.
- Coordinate with vendor on continuous quality improvement.

ORGANIZATION: GOURMET FOODS PAKISTAN (BEVERAGES)
POSITION: SENIOR SALES OFFICER (SSO)
DURATION: MARCH 2018 TO December 2018
RESPONSIBILITIES:

- Maintaining and increasing sales of company's products and Improve productivity of distribution network
- I am handling right now 3 distributions network in different sales areas Lahore South and surrounding
- Cash plan for the distributors
- Manage daily average sale
- Manage daily secondary sale
- Manage floor stock in warehouse of distributors according the company policy.

- Provide you with the insight to build and reach a larger market more effectively
- Setting sales targets for individual DSR and team as a whole
- Recruiting and training sales staff
- Allocating areas to sales representatives
- Developing sales strategies and setting targets
- Monitoring my team with the help of GSSM software from given company, team's performance and motivating them to reach targets
- Collecting customer feedback and market research
- Reporting to senior managers

Organization: **SULTAN AL ALI GROUP. (Dubai)**

Position: **Marketing Executive, Admin Officer and PRO.**

Duration: April 2016 to Feb 2018.

Responsibilities:

- Research the market and related services.
- Relationship Building.
- Presenting the product and services favorable and in a structured professional way face-to-face.
- Developing marketing campaigns to promote a product.
- Service or idea.
- Includes planning
- PRO works (economic labor and immigration).
- Internet emailing
- Event organization, product development
- Sponsorship and company formation.
- Play role Medium between parties

Admin Assistant

- Organize and schedule meetings and appointments
- Maintain contact lists
- Produce and distribute correspondence memos, letters, faxes and forms
- Assist in the preparation of regularly scheduled reports
- Submit and reconcile expense reports
- Provide general support to visitors

(P.R.O)

- Submit, follow-up and gather all new work and business visas to guarantee that the visas are handled and processed on time.
- Makes sure all business and trade Licenses are updated, follow-up official approvals and permits, to prevent unnecessary violations.
- Accurately prepare and process required legal documents like rent contract attestation in government agencies such as Ministry of Economic, Ministry of Finance, Customs, Court, Chamber of Commerce, Traffic Department and Municipality.
- When the need arises, represent the company at different offices like Airport Embassies, Police Station, Ministries/Municipalities and other government Departments.
- Assist the office in determining any issues identified with organization vehicle registration and renewals

Organization: **GOURMET FOODS PAKISTAN.**

Position: **Territory Sales Officer (TSO) Beverages**

Duration: **May 2014 to March 2016**

Responsibilities:

- Ensure product availability in the market.
- Using the **GSSM** (Gourmet Secondary Sales Module)
- Check the Order booking.
- Makes an agreement on shops.

- Manage the Rout plan of the given territory of **Model town, Gulberg, Faisal Town and Kot Lakhpath** Outlets in my territory.
- Planned the outlet forecasting of next year's sales.
- Maintain a high energy/high caliber direct sales staff.
- Achieve reasonable but aggressive sales results.
- Train, motivate and coach a team of **4-6** direct sales representatives.
- Develop territory, market penetration and sales execution strategies to consistently attain and exceed goals.

Organization **BAKERS LAND M.A.FOOD INDUSTRIES (PVT.) LTD.**

Position: **Sales Officer**

Duration: **August 2012 to May 2013**

Responsibilities:

- Supervision of order takers staff.
- Daily visited selected area.
- Daily meeting and reported to all activities held in the market and give full order report to RSM.
- Forward the report of order taken by order taker to RSM.
- Set the target of order taker according the areas vise.
- Listening to customer requirements and presenting appropriately to make a sale.
- Negotiating the terms of an agreement and closing sales.
- Negotiating on price, costs, delivery and specifications with buyers and managers.
- Checking the quantities of goods on display and in stock.
- Recording sales and order information and sending copies to the sales office, or entering figures into a computer system.

PROFESSIONAL AND ACADEMIC QUALIFICATION

<u>Qualification</u>	<u>Institute</u>	<u>Year</u>
MBA (Marketing) (CGPA 3.0)	Superior University Lahore, Pakistan	2015
B.com	University of the Punjab, Pakistan	2011
HSSC (Intermediate in Commerce)	BISE Lahore, Pakistan	2009
§SC (Matriculation in Science)	BISE Lahore, Pakistan	2007

COMPUTER SKILLS & OTHER

- MS Word, MS Excel, Internet & E-Mailing
- Software (GSSM) gourmet Secondary Sales Module
- Officer Suite

LANGUAGES

- English
- Urdu
- Punjabi

PERSONAL INFORMATION

Father's Name : Rasheed Ahmad
 Date of Birth : 30-08-1990
 Marital Status : Married

PROFESSIONAL REFERENCE

Will be Provide on Demand