

Umer Aziz

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Language: English, Urdu



Personal Summary

An ambitious, highly motivated and energetic TSM with excellent marketing & business development skills. Experience of managing sales & Merchandising for established retail outlets, franchises & international brands. Results orientated with a proven ability to get results, generate revenue, and improve service. Over 08 years of Experience in competitive industries and successfully identifying, developing and managing new business opportunities within markets.

Qualification

MBA (Marketing)	Govt university of FSD CGPA 3.41	Passing Year 2018
Graduation	Allama iqbal Open university 67% marks	Passing Year 2014
F.S.C	Degree College , Faisalabad (B.I.S.E Fsd) 54% Marks	Passing Year 2010
Matriculation (Science)	Govt Muslim High School, Faisalabad (B.I.S.E Fsd) 74% marks	Passing Year 2008

Professional Experience

Tapal Tea P.v.t As territory sales Executive (From Jun-2019 to Present)

- Jaranwala Territory (Jaranwala, Shahkot, Sangla , Khuriawala , Bara manawala)

Continental Biscuit limited – Distributor sales officer & Territory sales Manager (From Feb-2016 to Jun-2019)

- Faisalabad Territory (Complete Faisalabad)
- Gojra Territory (Gojra,TT sing,Peer mahal,Sumandri,pansera,amee pur bangla ,Dijkot,Rajana,Mamo kanjan)

Responsibilities

Job Description: Distributor sales officer & Territory sales Managers.

- Responsible for primary and secondary targets
- Responsible for availability and visibility of company products
- Manage DSR
- Develop relationship with existing and potential dealers / retailers.
- Monitor and report Key Business Indicators (KBIs) such as daily sales, stock return rate, outlet etc.
- Track and report movements of other products in the category.
- Monitor competitor's activity through daily activity report.
- Conduct retail audit and update outlet data regularly

- Responsible for ensuring proper merchandising of products.
- Handle customer complaints as per defined limits.
- Advise senior on market development.

P& G – Order Booker (Sep-2015 to Jan-2016)

English Biscuit - Order booker, Merchandiser Sales Supervisor (July-2010 to Aug-2015)

Responsibilities

Job Description: Order Booker & Merchandiser

- Responsible secondary targets
- Responsible for availability and visibility of company products
- Identify and solve the market problems
- Make sure the 100% of market coverage
- Look after the range display shops which allocate in my territory
- Responsible the visibility & Availability of company product at hiring place as per company requirement
- Handling the 15% GOLY of every range display shop
- Developed the positive business relations with shopkeeper of range display shop
- Caring the company trade tools which is given to the shopkeeper for sales enhancement purpose
- Responsible for Execution for any BTL activity on these spots
- Daily visit on high sales frequency shop like Al-fathe & hambiyo mart
- Focus on Best utilization of POS material inside and outside of the shops

Key Competencies Skills

- Staff Development
- Business Development
- Product Advertising
- Planning & Promotion
- Computer Analysis
- Negotiating
- Key Account Management
- Merchandising

Professional Training

- Team Motivation
- Distribution Controlling
- Presenting with Impact

Reference

Will be furnished on demand