

JAVED SHAIKH

CAREER OBJECTIVES

- To work in an environment supportive of continuous professional development to ensure that I have the relevant skills and flexibility in changing markets.

PROFILE

- Customer Relations Management/ Brand Management / International Marketing / Sales and Marketing.
- Cross-sector knowledge and experience of business, marketing and market analysis.
- Highly motivated team player with an abundance of drive and enthusiasm.
- Well-developed market research skills.
- Analytical with a track record of identifying and exploiting market opportunities.

ACHIEVEMENTS

- Developed the marketing strategies on store level, was appreciated and gone live national level.
- Managed store team with excellent customer services at peak business time. Achieved record sales.
- Formulated market development strategies and operating procedures in an Export & Corporate Sales department.
- Successfully entered new markets in 14 countries.
- Full organizational responsibilities for 9 overseas trade exhibitions abroad.

PROFESSIONAL EXPERIENCE

General Manager

Nov 2016- Aug 2020

Magic Tours Dubai “Local DMC promoting Inbound”

General Manager, my scope of responsibilities increased and I have extended to overlook all departments across the board; UAE, Algeria and Pakistan were my portfolio to overlook. Responsibilities include Marketing, Accounts, Finance, Human Resource, Reservations, Groups, Visas, and Sales

- **Management:** development and implementation of Business strategy Heading the branches Algeria, Pakistan and UAE.
- **Sales and Marketing** Quality of trips of company performance Sales Calls and meetings with Partners Pakistan, South Africa, Algeria
- Establish and maintain an effective marketing and sales strategy Monitoring and reporting
- **Financials:** Company profitability, Business Growth, Opening new markets, new agents, and expansion.
- **Suppliers Management** Strong Partnership relations with Hotel partners.
- **Human Resources** Ensure effective staffing along with goals driven, training and development
- **Information Technology** had liaised on with Romanian IT partners for developing Travel System
- **Representation** Participation overseas and local trade fair (UAE, Algeria, Thailand, Malaysia, Indonesia, Singapore, Pakistan)
- **Market Penetration:** had arranged product launch of Dubai parks and resorts with gala dinner in Pakistan 4 cities with B2B partners and attendance of 100+ all stations
- **Groups (MICE)** operations confirmed bigger group 500+ pax group and 300 + pax beside 100+ groups.
- **Operations** Ground Handling, Transport, Tours and customer support guidelines to team for managing.

Product Manager / Operations Manager

May 2011- Nov 2016

Magic Tours Dubai “Local DMC promoting Inbound”

Manager Operations and Product Manager, my focus and responsibilities include the smooth business operations and product development. Contracting, allocation and product distinction are the primary concerns in my portfolio, smooth operations, ground handling and rate negotiation are the inclusions. My job responsibilities are:

- Heading the operations team with reservations, ground handling, visas.
- Group queries, handling the group operations reservations, meeting, MICE.
- Partnership with hotels and agents by building the bridge between client and supplier.
- Working inline with the suppliers for product development.
- Contracting, Rate negotiations, allocations are being main responsibilities of job.
- Channel Partners B2B customers are also in my portfolio.

Restaurant General Manager*June 2006 – May 2011***Papa Johns Pizza GB Limited UK “Corporate Store”** *(The pizza making restaurant)*

Being RGM, my responsibilities include carrying our store operations with business development and capturing the opportunity, it also involve training and development of store team to make sure standards are being followed. Local store marketing, recruitment and selection. Financial aspects of store operations are also being monitored, to make sure the profitability of the store can be achieved.

- Operational management: Ensuring and coordinate with store team, daily business operations, inventory management wastage stock control. And involvement of store team in business operations with sense of ownership and responsibility towards healthy business.
- Financial management: planning and working to budgets, maximizing profits and achieving the sets sales targets, with control over labor, food, and expenditures for maximizing the profit.
- People management: training and developing existing and new staff, motivating and encouraging staff to help achieve targets with self hands on work, and working with them together as team.
- Health and Safety: ensure standards of hygiene are maintained and that the store is complying with relevant health and safety regulations;
- Marketing Management: Ensuring high standards of customer service are being observed at all times; handling the Customer complaints and queries if needed. marketing activities to increase the sales, generating the new customer base, and sustaining the existing through customers retention.
- Implementing, and instilling in teams, company policies, procedures, ethics, etc.

Duty Manager “Barista” (Part Time)*December 2006 November 2007***Costa Coffee “East Croydon”**

- Managing and running the smooth operations during the shift.
- Supervising and coordinating activities among team members
- Working together with all team members for routine problem solving, customer complaints and Customer Services, to ensure customers satisfaction with brand image.

Manager Export / Manager Corporate Sales*January 2001 – March 2006***Hilal Group of Companies** *(Leading Confectionery Manufacturers in Pakistan)*

Reporting directly to the CEO, responsibilities and achievements in exporting included:

- Developed new markets in 14 countries and managed existing markets in 3 countries
- Experience of operating and know buying patterns in Europe, Americas, Fareast Asia, Middle East and few parts of Africa.
- Organized and participating in overseas trade exhibitions and business meetings
- Developed and implemented procedures for the Export Department
- Coordinated deliveries of export goods with production department to ensure delivery deadlines were met.
- Managed logistics, such as shipping, forwarding and customs clearance.
- Product positioning, price negotiations, product development and collating market feedback.
- Gained knowledge of importers of confectionery around the world.
- Appointed as head of department, responsible for preparing market strategies and leading a team of 5 members.

As Corporate Sales Manager for a year, I led a corporate sales team of 4 assistants. Reporting directly to the CEO, my primary focus was on visibility and availability of the product. Responsibilities also included corporate deals with the convenience stores and corporate customers. Developed departmental procedures and sales strategies.

QUALIFICATIONS

▪ Diploma (SCM)	PIM Pakistan Institute of Management	December 2004	Grade B 74 %
▪ MBA (Mkting)	IBA Institute of Business Administration.	May 2000	CGPA 3.25
▪ BBA	IBA Institute of Business Administration.	May 1998	CGPA 2.45

IBA, based in Karachi, is the leading Business School in Pakistan offering business education

PIM was established by the Government of Pakistan to promote management development in the country

SKILLS

- Communication: able to collate complex requirements in a way that both commercial and technical staff can understand; clear and concise report writing style; excellent presentation skills with experience of delivering presentations to senior managers
- Computer literate: MS Windows and Office software
- Confident and Decisive: able to challenge assumptions and have the influencing skills to get agreement to my recommendations
- Creative: tempered with commercial awareness, able to devise innovative solutions needed to drive businesses forward.
- Financial management: experience of managing marketing budgets.
- Flexible: able to work across organizational boundaries and develop constructive relationships with internal and external stakeholders
- Leadership: Inclusive and participative approach to work and a natural consultative style; strong conflict resolution skills, with experience of addressing entrenched opinions by colleagues; demonstrable cultural sensitivity and understanding of equal opportunities
- Negotiation: experience of closing deals and contract negotiation
- Self Starter: able to take a new project from inception to completion
- Team player: excellent inter-personal skills to engage with colleagues from diverse backgrounds
- Time Management: able to priorities tasks and work effectively.

EXTRA CURRICULAR ACTIVITIES

- Organizer of functions debates and other recreational activities.
- Computers/Internet/ movies/ music
- Playing indoor games (Badminton)
- Traveling.

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