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November 15th, 2024

To Whom It May Concern:

Shah Trading Company Ltd., founded in 1974, is an importer and distributor of foods across Canada. Our main product groups are rice, pulses, spices, nuts, and dried fruits, as well as other ethnic items.

This letter will confirm that Mr. Rahul Harilal Kaswala has been working for Shah Trading Company on a full-time, permanent basis since April 10, 2023.

Mr. Kaswala got promoted on September 16th, 2024 to a Sales Representative (NOC 64101) position and earns \$40,000 per annum plus commissions.

Mr. Kaswala's duties and responsibilities include:

- Build and maintain strong relationships with existing clients.
- Identify and develop new customer accounts to expand the client base.
- Act as the primary point of contact for customers, addressing inquiries, resolving complaints, and ensuring a high level of satisfaction.
- Achieve and exceed monthly and quarterly sales targets.
- Promote Shah Trading's products, including food processing and packaging solutions, to prospective and current customers.
- Negotiate pricing, terms, and contracts with clients, ensuring profitable sales agreements.
- Provide detailed information about products, including their benefits, features, and usage.
- Conduct presentations or demonstrations to educate clients about Shah Trading's offerings.
- Stay updated on new product developments and industry trends.
- Research market conditions and competitor activities to identify sales opportunities.
- Provide management with regular sales reports, market trends, and customer feedback.
- Collaborate with marketing and product development teams to align sales strategies.

- Process sales orders, ensuring accuracy and timely delivery.
- Work closely with logistics and warehouse teams to meet client delivery expectations.
- Monitor inventory levels and recommend adjustments based on customer demand.
- Implement sales promotions and marketing campaigns to boost product sales.
- Participate in trade shows, exhibitions, or events to showcase products and connect with potential clients.
- Comply with all company policies, including safety and ethical guidelines.
- Assist in resolving credit or payment issues with clients.
- Work with the sales team to develop and refine sales strategies.
- Provide input and support in planning and executing business growth initiatives.
- Collaborate with other departments to ensure customer needs are met effectively.

Please do not hesitate to contact me at amin@shahtrading.com should you require additional information.

Best regards,

A handwritten signature in black ink, featuring a large, stylized loop and a long, sweeping horizontal stroke that extends to the right.

Amin Faridany
Manager, Human Resources