

# FOZIA HANIF



## OBJECTIVE

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To be an effective part of an esteem organization where I could play valuable role, enhance my skills and gain experience.

## WORK EXPERIENCE

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**Jun' 2007 – till date**

**Golden Harvest** (Importer and distributor of Elanco, U.S.A. in Pakistan)

***Manager Marketing Support***

### **Major Responsibilities**

#### **Marketing & sales support:**

- Sale analysis
- Targets assigning
- Target evaluation
- Sales team profitability analysis
- Product line analysis
- Analysis of key accounts
- Update website
- Study technical aspects of the product.
- Advertisement and all the print material - designing, printing and distribution.
- Promotion item – designing and distribution
- All the planning and execution regarding exhibition.
- Design and publish newsletter
- Keeping record for competitors' price list.
- Making comparison of prices.
- Keeping brochures and technical material of competitors.

#### **Business Development:**

- Evaluate new supplier.
- Study the opportunity
- Making strategy for new products
- Study and evaluate new products.
- Prepare launching plan of new products.
- Pricing, feasibility and technical analysis of new products.

**Ordering:**

- Making forecast.
- Re-ordering
- All correspondence regarding new order.
- Keeping record of pending order status.
- Key accounts order management

**Pricing:**

- Pricing of the products
- Communicate peers and customers regarding price.
- Profit margin analysis.

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**WORKING KNOWLEDGE**

- Ensure current Good Storage Practices (cGSP)
- Costing of products
- Inventory valuation
- Evaluation of vendors

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**ACCOMPLISHMENTS**

- Has been successfully planning and executing company presentation in IPEX (International Poultry Expo-Pakistan) for 4 years.
- Has successfully launched “TAD CID – Poultry farm disinfectant” in Pakistan poultry industry.
- Introduced newsletter of Golden Harvest.
- Successfully completed the project to launch of company’s website.

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**ACHIEVEMENTS**

- Received promotion after three years of joining
- Won prize for outstanding performance for the year 2013-14.

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**EDUCATION****2001-2005****University Of Karachi*****B. Pharmacy***

- CGPR 3.42

**2010-2012**

**University Of Karachi**

**M.B.A (Marketing)**

- CGPR 3.95 (Secured first position)

**ADDITIONAL EDUCATION**

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**Nov 2008 – Jan 2009**

**Skill Development Council**

***Advanced Project Management***

- By using Planner Prima Vera P 5.0
- 40 hrs training

**COMPUTER SKILLS**

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- Ms Office
- Urdu Inpage

**PERSONAL INFORMATION**

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- Father Name : Muhammad Hanif
- Date of Birth : November 10, 1982
- CNIC # : 42201-46782160
- Email : fz\_hanif@yahoo.com

**REFERENCES**

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Can be provided on demand