



hassan afshari

Ref: C186-795

Years of experience: 17

Market Research and Trade
Manager

NetLube (Castrol Iran)

Age:

38 years old

Marital status:

Married

Military Service:

Completed

Current Location:

Iran, Tehran

Nationality:

Iran

Preferred Locations:

Iran , Iran , Iran

Salary expectation:

17 IRR , Per month

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www.irantalent.com

WORK EXPERIENCE

PRESENT

Market Research and Trade Manager . 4 yrs 2 mos

NetLube (Castrol Iran) . Iran. Tehran . Tehran

FEB 2017

Netlube under Castrol authority in Iran and Castrol is the #1 engine lubricant manufacturer and a Sister Company of BP (British Petroleum)

Main responsibilities:

Supporting top Managers and developing strategy to increase sales and Identifying new opportunities with trade.

Conduct ongoing analysis and reviews on brand sales performance through analyzing sales reports and identifying gaps

Analyzing dead Clients and Customer habits based on classification

Managing the budget for advertising and promotional items by brand

Deploying initiatives, promotions, POSMs, by Brand/Channels/SKU and outlet activation programs

Monitoring all Merchandisers & Sales team Operations (hiring, training, assessing and making route plan for the team)

Monitoring Competitors' activities as a market intelligence.

Active participating in Marketing strategy and Coordinating marketing campaigns with sales activities.

+ My last position responsibilities

Reporting to Marketing Manager and Director Manager

JAN 2017

Market Research Supervisor . 5 yrs 11 mos

NetLube (Castrol Iran) . Iran. Tehran . Tehran

FEB 2011

Collecting and analyzing data on customers such as demographic, preferences, needs, and buying habits to identify potential for setting Sales and Merchandising Targets.

Preparing market research report (Bench marking and Price tracking file).

Train interviewers, set-up quantitative studies, data cleaning and coding.

Creating special ideas in order to create distinctive solutions.

Define incentive performance evaluation system for sales and merchandising team.

Collaborating with sales and sourcing to develop strategic partnership activities and implement the execution framework and strategic plan on identified opportunities.

Reporting to Marketing Manager

JAN 2011

Merchandisers' Assessor Supervisor . 1 yrs 11 mos

Castrol Iran . Iran. Tehran

FEB 2009

Leading and Evaluating the regional merchandising team (up country merchandising team and own team in Tehran)

Coordinating with Middle East Field Marketing Manager and Country Sales Manager with regards to type and quantity of POS material is required in the assigned region/territory.

Develop and maintain long term effective business relationship with customers and Surveying the Customers situation to have necessary qualification for branding.

Team Building, Assessing and responsible for Merchandisers performance (recruit and training of the team including OJT)

Reporting to Iran Marketing Manager & Middle East Field Marketing Manager

JAN 2009

Merchandising and Sales Executive . 5 yrs 4 mos

Iran Canoon . Iran. Fars . Shiraz

SEP 2003

Achieving annual sales targets in a specific territory in South Provinces through guiding and leading the sales force, while maintaining the current market share and growing it according the defined strategies.

Trade coverage plan Effectiveness Supervision & Tracking.

Providing insight about key account for Merchandising Team.

Manage and control the execution of company asset policies.

Reporting to Regional Sales Manager

EDUCATION

Tehran . Iran, Tehran

Master (MSc/MA) 2019 - 2021

HSE engineering

TECHNOLOGY SKILLS

MS PowerPoint	Advanced
Microsoft Excel	Advanced
Adobe Photoshop	Advanced

LANGUAGE SKILLS

Turkish I can speak fluently without any problems

Persian (Farsi) I can speak as good as a native speaker

English I can speak fluently without any problems

CERTIFICATE

MBA . 2012

Tehran Uni. . IRAN

Persuasive Selling Skills, Advanced Merchandising Skills, Train the Trainer . 2010

BP . IRAN

Communications, Time Management, Negotiations, Stress Management by Castrol . 2004

Castrol . IRAN

Computer,HSE Courses (MS-Office, Photo shop and Net) . 2002

ILO . IRAN

COMMENT

Best Place among Castrol Iran Merchandisers

(Certificate Provided & Published in BP International Newsletter)

Achieved the planned Sales target (Certificate Provided)

Best Training and Assessing Merchandiser Team in MENA (Certificate Provided)

Designing a planogram with unique merchandising concept

Running many Success Market Research Project, Scanning Project, Retail Audit Project, Penetration Project and Increase Company Customers (67% growth in covering Outlets number in 2014 vs. 2011 and 11% growth projection in 2020 vs. 2011 & keeping up to date till now)
