

**MURTAZA ALI**  
**Business Development Associate**  
**Experience: 8 years**

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**Business Acumen • Customer-Centric • Organizational Streamlining • Contract Management**

A Motivated, high performing and solver of revenue challenges, offers an impressive record of leadership across different industries FMCG & E-commerce. Strategic analysis to forecast the Business developments as well as achievements with different reporting tools. Managed the team under the leadership skills. Communication skills with stakeholders helped me more in getting analytical/Project Management skills to increase the sales of company.

**KEY SKILL SETS & CORE COMPETENCIES**

Business Planning & Operations | P & L | Sales & Marketing | customer relationship management | Brand Management | vendor Management| ERP system| Intermediate Microsoft Excel, | Strong communication and presentation skills| Supplier Management| analytical skills| SAP| Effective organizational skills| logistics| Power BI| Supply chain management| warehouse| negotiate skills| Multi-task | Magneto |Category management

**SIGNIFICANT WORKPLACE ACHIEVEMENTS**

- Increased the SKU induction by 50%.
- Own Brand Development from manufacturing till packaging.
- Increased the sales by 20%
- Managed 60 vendors at a time in procurement, logistics and supply chain
- CCNA Certified CCNP trained.

**PROFESSIONAL EXPERIENCE**

**Apricart Pvt E-stores limited Karachi, Pakistan**

**08/2020 –11/ 2022**

**Senior Manager**

- Manages entire Process for the relevant Categories like oil & ghee, Dairy/Beverages, fresh & vegetables, frozen, Household, FMCG Companies.
- Work with the marketing team to develop targeted campaigns and generate leads
- Conduct meetings and presentations to promote our e-commerce platform and services
- Ensure Brands' presence on e-commerce platforms such as product presentation (listing products and inventory), product marketing strategy, pricing, and promotion
- Worked with B2B team and develop business opportunities from different industries such as FMCG, Pharma, Construction, Banking, etc with best possible prices for retail and wholesale market
- Worked closely with business planning and partners/stores in order to ensure smooth orders fulfilment and delivery
- Activate local marketplace initiatives and promotions to build HORECA portfolio development and maximize total brands performance
- Build and maintain relationships with key stakeholders, including prospective and current clients, suppliers, and distributors.
- Manage and develop sales pipelines to ensure consistent revenue growth.
- Build, and leverage existing, professional and trusting relationship with key customers.
- Coordination and follow up with sales, marketing, logistics and finance departments to facilitate a collaborative planning process landing strategic plans and daily operations effectively
- Align sales and operational strategies with internal stakeholders to facilitate monthly demand forecast aggregation, including consensus between functions and stakeholders
- Maintain, monitor, and regularly evaluate pricing and contracts with customers so as to provide products and services that meet standards of quality, timeline and cost
- Develop and execute strategies for sales (sell-in & sell-out), pricing and all other matters related to generating revenue.

- Analyze and report internal sales figures and growth opportunities periodically and when required.
- Providing analysis and reporting weekly/monthly by categories, new products sell-through and offer code performance.
- Collaborate with internal teams, such as product development and customer service, to ensure the best customer experience and satisfaction

**Mehran Spices & Food Industries | Karachi, Pakistan**

**04/2019-07/2020**

**Procurement Executive**

- Collaborate with the production team to understand the scope of work, followed by selecting right suppliers to execute this work.
- Worked on BTL and ATL activities by promoting the brand with different advertisement strategies.
- Coordination with Brand team for progress of campaigns using various metrics and submit reports of performance
- Monitor performance of key suppliers, facilitate regular performance reviews with Management in order to assess value and quality of supplier services / products and inform decision-making on future collaborations
- Attend and Support Marketing Events in store.
- Coordination with marketing team for procurement of marketing collateral
- Develop the platform content calendar and oversee media uploads and segmentation quality with Brand manager.
- Interact with vendors for new products in the market to serve as alternatives for used products, request samples for testing purpose, ensuring the product is of same quality & good price.

**National Bank of Pakistan | Karachi, Head office**

**08/ 2016– 03/ 2019**

**Project Engineer**

- Worked on Tenders/Procurement of Fire Alarm systems, UPS, solar systems, CCTV through drafting documentation, filing in cost effective manner.
- Undertake supplier negotiations, create award recommendation reports and implement effective contracts.
- Responsible for completing all administrative procedures concerning allocated requests and orders, upon receiving through the system till item/service physically delivered to the respected place.

**GCS Pvt LTD | Karachi, Pakistan**

**04/ 2016-08/ 2016**

**Network Support Engineer**

- Monitoring, Maintenance the 330 IP Surveillance camera of head office in NBP head office
- Manage my team 24/7 with fully security proof system and ensuring optimal level of technical backups

**Neurotech power systems | Karachi, Pakistan**

**03/ 2014 -01/ 2016**

- Evaluate cleaning, site surveys on operating equipment's of ATM machines with power circuit, PCB circuit,
- Worked on hands of UPS Batteries, PDU and STS.

**EDUCATION & PROFESSIONAL DEVELOPMENT**

**Master's in Business Administration (Marketing) (Jun 2018-Dec 2020)**

Iqra University, Karachi Pakistan

**Bachelor's in Engineering (Electronic) (jan 2010-dec 2013)**

Mehran university of Engineering & technology Jamshoro

**Personal Details:**

DOB 26/07/1990

Nationality: Pakistani