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**MD. Majeed Ahmed**

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***Sales & Marketing / Distributor Management /Channel & Retail Management / Customer Relationship Management***

***Objective***

A strong determination, passion and ambition to reach the highest level in the field of sales, marketing & business operations carrying alongside, the goals and objectives of the organization with merit

***Management Skills***

1. Effective with senior management; ability to see the big picture
2. Hands on sales & operations professional with focus on numbers
3. Team Player
4. Expertise in handling distribution channels
5. Exposed to building retail distribution channels from start
6. Leading and motivating team
7. Good communication skills
8. Ability to bond long lasting relationships. with customers and colleagues

***Executive Summary***

* **Total Experience: 6 Years.**

**Gulf Experience: 2 Years**

* A competent professional with around **6+ years of quality experience in Sales & Marketing** with

Passion for building a career in sales, marketing & business operations.

***Currently working organization***

* Currently working in Global Beverages Company ( fayha and berain water company) in **Saudi Arabia, Riyadh** as a **Sales Supervisor** from **March** **2015 to Dec 2016** and I have done work in **SAP** Programming for making and generate the orders.
* Responsibilities of Handling Business Sales team and I have 8 cars Area Operations and retail sales.
* Responsible for achieving monthly targets and FMOs
* In **SAP** Programming making the orders and enter the desired storage location and recovery the monthly and daily sales data export to excel sheet for targets and achievements.
* With use of basic fundamentals of transaction using in **SAP** Programming.

***Previous Experience in India***

**Organization-1: Idea cellular service pvt ltd.,**

* Telecom organization of Idea cellular service pvt ltd., as a **Sr.Territory Sales Executive for idea cellular Ltd, from Dec 2013 to March 2015.**
* As a Sr T.S.E, (I handling Part of Karimnagar Dist for Prepaid Business of idea cellular Ltd, with 15 Rural Super distributors, my job includes the following.
* Handling Sales & Distribution part of Karimnagar District, Telangana.
* A keen performer with demonstrated success in increasing business.
* Recognized proficiency in carrying out sales & marketing operations with focus on accomplishment of the companys mission and in achieving budgeted targets.
* Expertise in acquiring new customers; distribution channel expansion & conceptualising/ implementing competent strategies with a view to incrementing business revenues. .
* Good communication, analytical, team building and relationship management skills.

**Job profile:**

* Responsible for Revenue, Handset primary and secondary,
* Overall responsibility of sales growth in the territory.
* RCV and VTOP outlet penetration.
* Expansion of distribution in vital town & win towns.
* Appointment of channel partner.
* Channel management.
* FOS, Merchandisers and CAF boys training and team engagement.
* Focus on Promotional activities at new town launch and existing market.
* New product launch and promotional activity.
* Retailer monthly Activation scheme design.
* Data Analysis and management.
* Brand remainder activities.
* Balances between customer needs and organizational constraints, and escalates the situation when necessary.
* Ensures quality in every action and activity and meets deadlines on objectives
* Originates and develops new ideas and unconventional approaches.

**Job Description:**

* Responsible for handling the distributors and motivation them to achieve the assigned targets.
* Responsible for meeting the retailers shop keepers everyday in the market visit and motivate them to sell our product.
* Ensuring that every schemes and promotion plans are properly communicated and execute in the market through distributors.
* Ensuring the availability and visibility of our product in the market.
* Responsible to increase the number of Fans & Bulbs sales.
* Every day Beat Plan.
* Daily meet the stockiest and knowing about status and supply.
* Create the Market at new areas which is dont covered.

**Responsibilities**

* Responsible for achieving sales in parts of Karimnagar District.
* Market understanding and competition analysis.
* Market mapping to identify potential grids.
* Retail census/mapping and potential study of various operators.
* To drive increase in counter share; to gain customer market share.
* Identifying and Recruiting the channel partners for each grid
* Expansion of distribution channel & increase in retail penetration. Appointment / replacement of distributors.
* Manpower dimensioning for channel partners.
* Recruitment and Training of manpower.
* Monitoring outlet coverage.
* Responsible for targeting & opening unrepresented markets.
* To drive revenue objectives. Plan market wise sales and plan monthly stocking & sales.
* Retail demo CAF collection and issuing of Demo lines to trade.
* Devising, implementing & monitoring sales promotion activities at retail level .
* Responsible for merchandising of outlets and proper utilization of company owned Sale Generated Assets (SGA) and Display units.
* Responsible for devising & implementing attractive retail / trade schemes to increase offtake / sales ; to ensure timely distribution of scheme incentives to ensure channel remains motivated.
* Employee engagement - Motivating sales teams through timely rewards and recognition.
* Records and Reports - Ensure proper maintenance of documents related to financials and sales with all channel partners and reporters.
* Responsible for ensuring distribution channels financial health  Return on Investment ( ROI ).

**Organization2: PEPSICO Foods India Holding Pvt. Ltd.,**

* As a Sales Executive **-PEPSICO Foods India Holding Pvt. Ltd**., from 18th November 2010 to 15th Dec 2013 handling the Karimnagar Dist,

**Job profile:**

* Responsible for Area sales Development Operations for 6 regions of Telangana.
* Maintain distributors relation management.
* Train Delivery Agents and do gate meets on daily basis.
* Appointing new Sub distributors by catching white areas of no distributions.
* Job to Look to maintain distributors records
* Training to Delivery Agents and do gate meets on daily basis.
* Focus on Month Targets & Objectives
* Quarterly report, physical EDs data on field to know the market penetration & depth.

***Core Competencies***

* Sales / Marketing & Business Operations  Coordination / Negotiation Skills  Customer Relationship Management  Strategic Planning  Commercial Operations*

***Proficiency Forte***

**Business Development/ Strategic Planning**

* Driving sales initiatives and achieving budgeted targets and to explore innovative methods in identifying new segments for business.
* Planning, formulating, scheduling & implementing long term/short term strategic plans to enhance business operations and to achieve the pre set goals within time adhering to quality & cost parameters.
* Identifying, developing & implementing new initiatives for monitoring sales and maintaining relationships with Distributors / Retailers to achieve sales targets.
* Analyzing & reviewing the market response/ requirements and communicating the same to the marketing teams for coming up with new schemes / product extensions.

**Sales & Marketing**

* Identifying new & unexplored segments for business as part of market development effort.
* Prospect, Identify & Appoint new Distributors to cover unrepresented / unexplored geographies to increase business & market share.
* Organizing promotional activities & trade / retail schemes for achieving better market reach and penetration.
* Creating initiatives, designing schemes, planning of merchandising and execution of these marketing events for increasing sales drive.

**Relationship Management**

* Identifying and networking with prospective distributors, generating additional business from existing distributors / geographies & increasing sales
* Studying, Assessing & Identifying purchase patterns of customers in existing and new territories in cluster geographies and propose appointment of new distributors.

**Team Management**

* Monitoring extended teams & ensuring quality deliverables.
* Providing direction, motivation & training to the internal team for ensuring optimum performance.

**Achievements**

* Achieved 1st Place in the circle **Maha Vega Contest** for removal of **Low Utilization Tower** for good performance.
* Expanded retail coverage presence by over 40%.
* Lowest Gross Barring in the zone.

**Educational Qualifications**

* + **Masters of Business Administration,** specializing in **Marketing**, Kakatiya Mining College,

Kakatiya University, khammam, 2010. **(64%)**

* + **Bachelor of Science** ,Bio Technology **New science Degree College** ,

Kakatiya University, Warangal, 2008. **(60%)**

* **Intermediate** Biological Subjects NVB Junior College, Hanamkonda, Warangal 2005. **(60%)**
* **SSC** from SCMHS High School, Warangal 2002. **(70%)**

**Personal Dossier**

Date of Birth **:** 12-April -1987.

Known Language **:** Arabic, Urdu, English, and Hindi & Telugu.

Driving Licence **:** KSA Valid Licence: **19/08/2020**

Indian Valid license: **26/05/2031**

Passport Number : M0620804

Passport Expire : 30/07/2024

**Declaration:**

In view of the above, I request you to give an opportunity to serve your esteemed organization in the capacity mentioned above for which act of kindness shall be very thankful to you.

Place : INDIA

**(Majeed Ahmed)**