

Contact

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Top Skills

Strategy Execution

Stakeholder Engagement

Shopper Marketing

Asif Khan

Regional Sales Manager at Shan Foods Private Limited
Karāchi, Sindh, Pakistan

Experience

Shan Foods Private Limited
Regional Sales Manager
January 2021 - Present (4 years 4 months)
Karāchi, Sindh, Pakistan

RB

5 years

Key Account Manager
January 2018 - December 2020 (3 years)

- Managing METRO, Carrefour, USC, CSD and LMTs for Islamabad region and is responsible for sales, in-store displays, BTL activities, annual contracts, also responsible for managing Institutions nationally.
- Managing consumer promotions and seasonal discounts CSD & USC (nationally) along with METRO, Carrefour and LMTs
- Handled invoicing and account reconciliations for both CSD and USC

Area Sales Manager
January 2016 - December 2017 (2 years)
Karachi, Pakistan

- Led the company's largest retail distribution in Pakistan
- Distributor infrastructure was increased and route re-structuring was done to enhance direct coverage capacity (from 3372 to 4000 outlets), plug in market gaps and making operations more efficient
- Led the successful closing and implementation of contracts of VSP Program, by successfully negotiating the required performances with the key account (local modern trade) customer of KHI

Colgate Palmolive
Assistant Sales Manager
September 2014 - December 2015 (1 year 4 months)
Pakistan

Managed Colgate Palmolive and Tetley business in Colgate Palmolive Pakistan, with the coverage of almost 2000+ customers. My major responsibilities included:

- Manage the team of Sales Executives, Distribution Managers, supervisors & Salesmen.
- Planning & forecast to achieve monthly & yearly sales target.
- Ensure to achieve primary and secondary sales targets on monthly basis.
- Ensure daily ordering & payments to meet the monthly targets.
- Ensure proper coverage of retails universe through monitoring of routes & PJP's of salesmen.
- Ensure to enhance productivity, numeric & weighted distribution and display of all SKUs & Brands.
- Assigning projects to Sales Executives to bring value addition in the business
- Ensure good warehouse practices to provide best product to customers/ trade.
- Ensure product health by monitoring expiry dates & FIFO management.
- Ensure to build long term relationships with all stakeholders i.e. distributors, retailers and wholesalers.

Abudawood Pakistan

Sales Section Supervisor

January 2013 - August 2014 (1 year 8 months)

Responsibilities:

- Developing the business by increasing coverage of stores and in-store presence of all P&G brand categories and Millac Foods
- Ensuring In-store fundamentals (Distribution, Pricing, Visibility, Promotion & Shelving) to maintain and secure our market shares & sales targets, order suggestion, covering 1300 stores(HFS and Wholesale) of 6 territories in Karachi.(Almost 10% of P&G Khi-2 business)
- Execution of promotional trade initiatives and activities through coordination with market planning team.
- Delivering volume/Distribution/Coverage targets for the month
- Deploying different brand initiative and their POP material and merchandizing.
- Ensuring all orders execution at store via coordination with supply team.
- Demonstrating leadership, developing capabilities, training and motivating subordinates to bring out best out of them

Engro Corp

Intern

June 2011 - August 2011 (3 months)

Siemens

Intern

July 2010 - September 2010 (3 months)

Education

Institute of Business Administration

Master of Business Administration (M.B.A.), Sales, Distribution, and Marketing
Operations, General · (2014 - 2017)

Institute of Business Administration

Bachelor of Business Administration (BBA), Marketing and
Sales · (2008 - 2012)