



# PORTFOLIO

**Siddiq Mohammed**

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# Siddiq Mohammed

(437)-262-9755, mdsiddiq\_1109@yahoo.com

94 High field Park Drive, Dartmouth, NS, B3A 4V8

## Career Objective:

To be a part of professionally managed organization that will provide challenging opportunities for utilizing my experience and potential, contribute to the organization development and my career growth.

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## Education

- *Nova Scotia Community College, Ivany Campus*  
*Diploma in business Administration- Present*
- *Osmania University, Hyderabad, India,( June, 2018).*  
*Bachelor of Commerce (Computers)*
- **Board of Intermediate, Hyderabad, India, (June 2015)**  
*Intermediate (high school)*

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## Work Experience

*Needs Convenience* Halifax, NS employee (2022-Present).

### *Store Supervisor*

#### *Responsibilities*

- Maintaining a clean and organized store.
- Ensuring that shelves are fully stocked and properly arranged.
- Providing exceptional customer service and resolving customer complaints promptly.

**M.S Enterprises Distributor of FMCG Products. Hyderabad, India** (August 2018- Feb 2021)

## **Accountant**

### *Responsibilities*

- Prepared accurate financial statements.
- Ensured compliance with tax laws and regulations.
- Analyzed financial data and provided insights for decision-making.

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### **Skills**

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- *Tally Accounting Tool*
- *MS-Office*
- *Organizational skills*
- *Flexibility*
- *Computer Hardware*

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### **References**

**Available Upon Request**

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# Siddiq Mohammed

To

Hiring Manager

Dear Manager,

I am Siddiq Mohammed, writing you to approach for a full time job.

I am already working as a supervisor at Needs Convenience, where I have developed lots of communication skills and with the help of that I have made good relations with customers. As a result the revenue of store has increased by certain% and I have received lots of compliments, Tips and also job offers from different businesses.

I am 100% certain that with the help of my skills and your training I can boost revenue of your company too which is not frictional but factual.

I hope you consider my application.

Yours sincerely,

Siddiq Mohammed

# Career Goals

## 1. Leader:

I have a vision of myself being in a leading role in an ecommerce company where adding values are more considered than profits.

## 2. Business Development and Sales:

Focusing on business development roles, where my aim is to identify new business opportunities, build partnerships, and expand the company's market reach.

## 3. Marketing and Advertising:

This skills of marketing, brand development, digital marketing through advertising strategies to promote products or services, conduct market research, and engage with customers through various channels.

# Skills Inventory

## 1. Interpersonal Skills:

Relationship-building skills to establish and maintain positive relationships with clients, vendors, colleagues, and stakeholders. Negotiation skills for negotiating contracts, deals, partnerships, and resolving conflicts effectively.

## 2. Strategic Thinking:



Strategic planning skills to set goals, develop strategies, and align business activities with organizational objectives. Analytical skills for gathering and interpreting data, identifying trends, and making data-driven decisions.

## 3. Leadership and Team Management:

Leadership abilities to motivate teams, delegate tasks, and lead by example. Team management skills for coordinating projects, resolving conflicts, and fostering collaboration among team members. Decision-making skills to analyze situations, evaluate options, and make informed decisions that benefit the organization.

# Certifications and Credentials

## 1. Certificate of Personal Finance Essentials



**McGill** | **DESAUTELS**

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Siddiq Mohammed  
completed  
McGill Personal Finance Essentials  
03/16/2023  
offered by  
McGill University  
Desautels Faculty of Management

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McGill Personal Finance Essentials is offered in collaboration with RBC Future Launch and The Globe and Mail. The course is intended for personal knowledge and skills development. It is non-credit non-transcript and does not count towards any McGill University program, degree, diploma or certificate.



## 2. Occupational Health and safety

### ***Nova Scotia Community College***

*certifies that*

**Siddiq Mohammed**

*successfully completed*

**SAFE1001: Introduction to the Nova Scotia  
Occupational Health and Safety Act**

*on* Friday, January 20, 2023

**nscc**

  
**OHS Specialist**



## Workplace hazardous material information systems

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### ***Nova Scotia Community College***

*certifies that*

Siddiq Mohammed

*successfully completed*

***SAFE1000: Introduction to  
Workplace Hazardous Materials Information Systems***

*on Sunday, January 22, 2023*

***nsc***

  
***OHS Specialist***

# Reflective Piece

As I reflect on my journey as a business management student, I am reminded of the transformative experiences and invaluable lessons that have shaped my personal and professional growth. My path in business management has been a journey of self-discovery, filled with challenges, successes, and profound moments of learning.

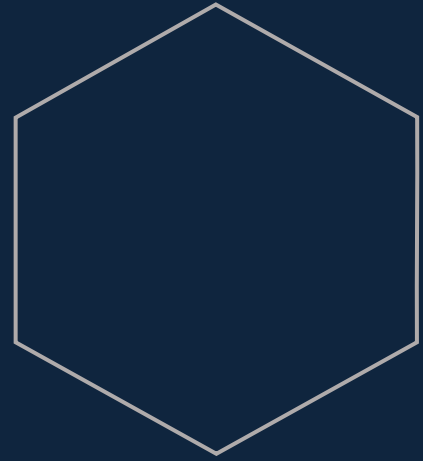
One of the most significant realizations during my studies was the importance of effective communication. Initially, I underestimated the power of clear and concise communication in business settings. However, through coursework and practical experiences, I learned to articulate ideas confidently, engage in meaningful discussions, and convey complex concepts in a way that resonates with diverse audiences. This skill not only enhanced my academic performance but also proved crucial in internships and networking opportunities, where I could communicate my strengths, ideas, and aspirations effectively.

Leadership development was another crucial aspect of my journey. Through group projects and extracurricular activities, I discovered my ability to lead teams, inspire collaboration, and navigate challenges with resilience. I learned that true leadership is not just about delegating tasks but also about empowering team members, fostering a positive work environment, and achieving collective goals.

# APPLE. INC

Kiran, Nasar  
Na, Alka  
Mohammed, Siddiq  
Pande Rohan





# Agenda



# Introduction to Apple's Marketing Strategy

Apple's marketing approach revolves around establishing an emotional bond with the consumer.

They concentrate on producing an experience that customers can connect to and that will entice them to buy Apple products.

They want to give customers the impression that they are part of an exclusive club that has access to the newest and greatest goods.

They also employ several promotional strategies to raise knowledge and buzz about their goods.



# Swot Analysis



## Strength

Most Valuable  
Brand

Globally Iconic  
Top Technology



## Opportunities

Loyal Customers

Increase in the market  
of Communication  
services

Growth of the  
Advertisement Market

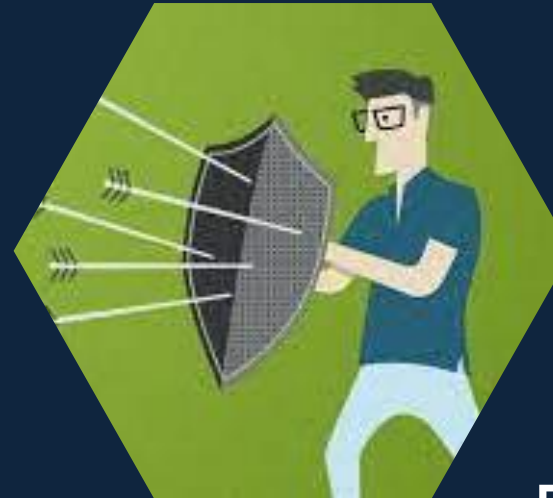


## Weakness

High Price

Incompatibility with  
Other Systems

The Decrease in Market  
Share



## Threats

Rapid Technological  
Change

Android OS Growth

Competitors in The  
Online Music Market



# Four Ps of Marketing

## Product

Well-known for its innovative forms, cutting-edge features, and easy-to-use UI.



## Place

Apple products are available through several channels including Apple retail shops, online sites, and authorized resellers. The company has a worldwide presence, with shops in over 25 countries.





# Promotion



Apple's marketing approach is focused on creating an emotional connection with customers.

# Price



Apple's pricing strategy is based on perceived value, which means that the company charges higher prices for products that customers believe to be more valuable.

# CRESNT Analysis



## Customers

Apple's clients vary from individuals to big corporations



## Economy

Apple operates globally and is affected by economic circumstances in different countries.



## Regulations

Apple works in a tightly regulated industry, governed by laws and regulations governing intellectual property, privacy, and rivalry.



## Society

Apple has a strong reputation for corporate social duty and responsible business practices.



## Technology

Apple is a technology business that relies on an invention to stay competitive.



## Natural Environment

Apple has tried to reduce its environmental impact by using renewable energy, recycling programs, and trash reduction

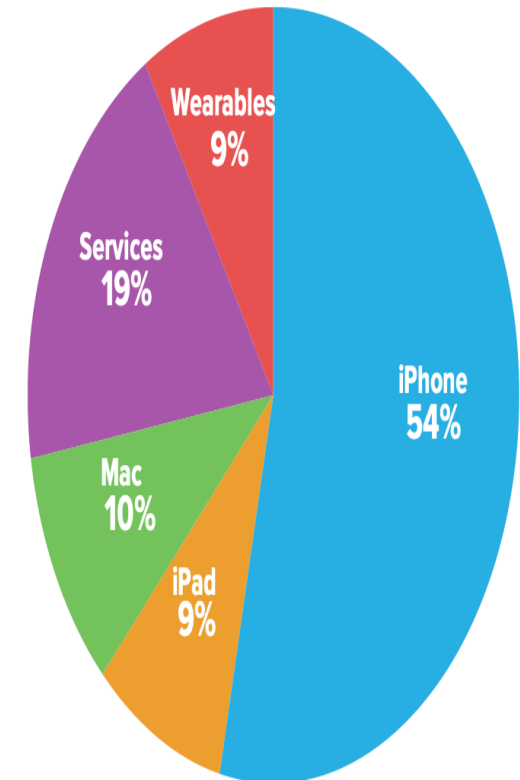
# Overall Progress

Apple is doing well as a company in general, and its goods continue to be in great demand. In its most recent fiscal year, the business recorded solid financial results, with sales reaching \$394 billion and net income exceeding \$99 billion.

One of the main reasons for Apple's success is its ability to consistently create high-quality, innovative goods that meet the needs and expectations of its customers. The company's strong focus on design and customer experience has helped to differentiate its products from those of its competitors.

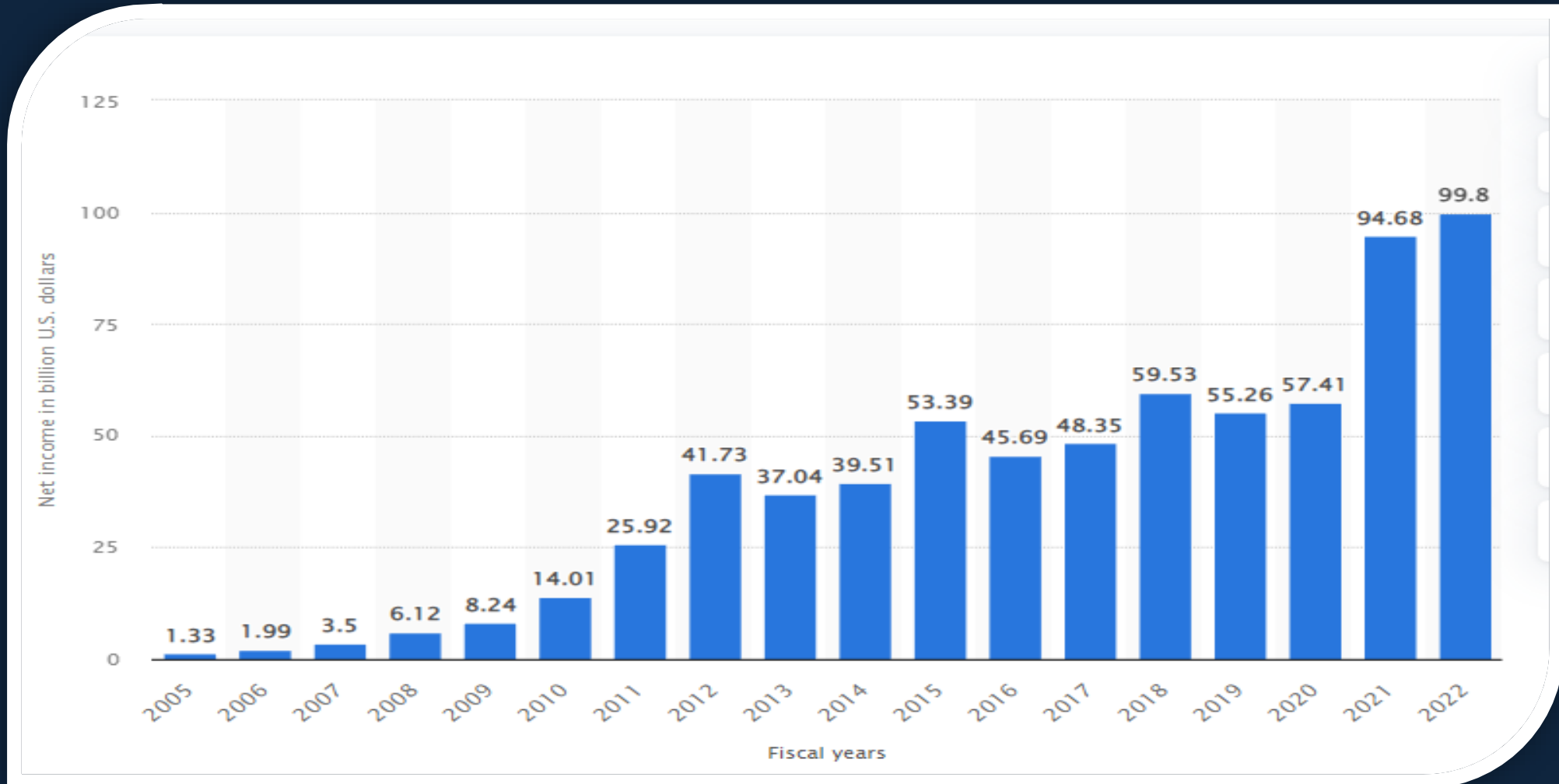
Apple's ecosystem of products and services has also contributed to its success, which includes the iPhone, iPad, Mac, Apple Watch, and numerous applications and services. The company has been successful in developing customer confidence and retention by providing a uniform user experience across its products.

## Apple quarterly revenue by category



Source: Apple disclosures. April 28, 2021.

# Apple's net income in the company's fiscal years from 2005 to 2022



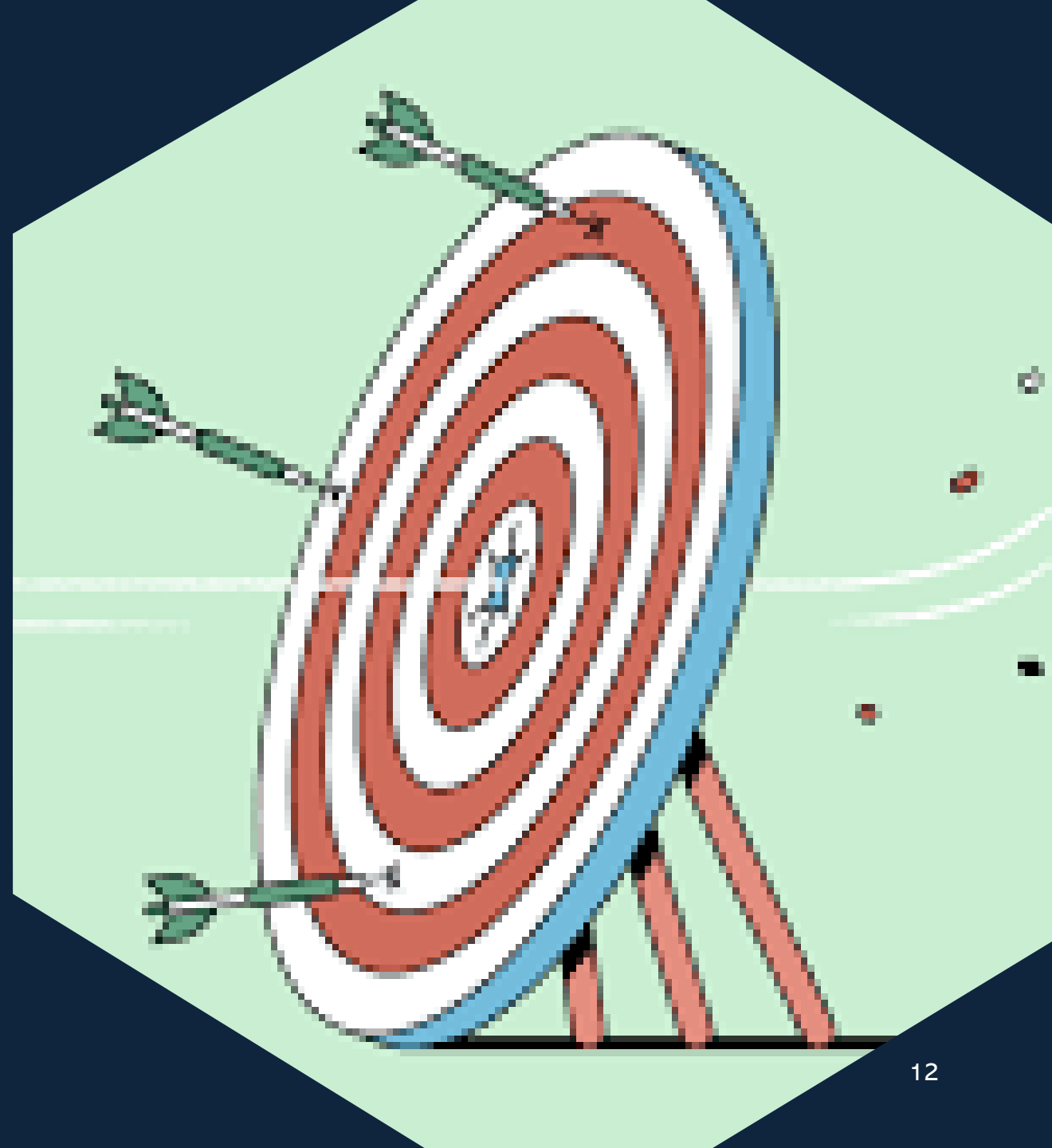
# Target Market

## **BUSINESS TO CUSTOMER (b to c)**

- Individual Consumers

## **BUSINESS TO BUSINESS (b to b)**

- Student and Educator
- Professionals



# Best Commercial By Apple



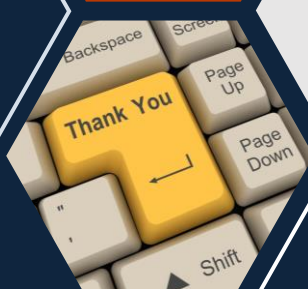


# Conclusion

The research provided more information about positioning, branding, segmentation, and marketing mix strategies. It is important to conduct an internal and external analysis to find an opportunity, risks, strengths, and weaknesses. The analysis will also assist the business in identifying the factors for success that will put it ahead of its rivals, giving it an edge in terms of profits, brand recognition, and client loyalty.







# Thank You

# Active Listening Group Presentation

Group Presentation By-

- Siddiq Mohammed
- Abdul Farooq
- Jaspreet Singh



# Introduction

Active listening is a communication skill that involves fully focusing on and engaging with the speaker during a conversation.

As American writer Ernest Hemingway once said, "I like to listen. I have learned a great deal from listening carefully. Most people never listen." And that's why we're here today to emphasize the importance of Active Listening.

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# Benefits of Active Listening

- Building Strong Relationships
- Making Informed Decisions
- Resolving Issues
- Driving towards Team Success

# Building Strong Relationships

- Active listening is important because it builds strong relationships by demonstrating respect for others' opinions and fostering trust and open communication.
- It is also a top skill that employers value in their employees, as it helps develop stronger relationships with colleagues and makes one a more valuable team member.





# Making Informed Decisions

Clarify the issue

Gather information

Evaluate information

Consider consequences

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# Resolving Issues

Allow the other  
person to speak

Listen without  
judgment

Acknowledge  
the other  
person's feelings

Brainstorm  
solutions  
together

# Driving towards Team Success

Encourage open communication

Listen without interruption

Clarify understanding

Show empathy



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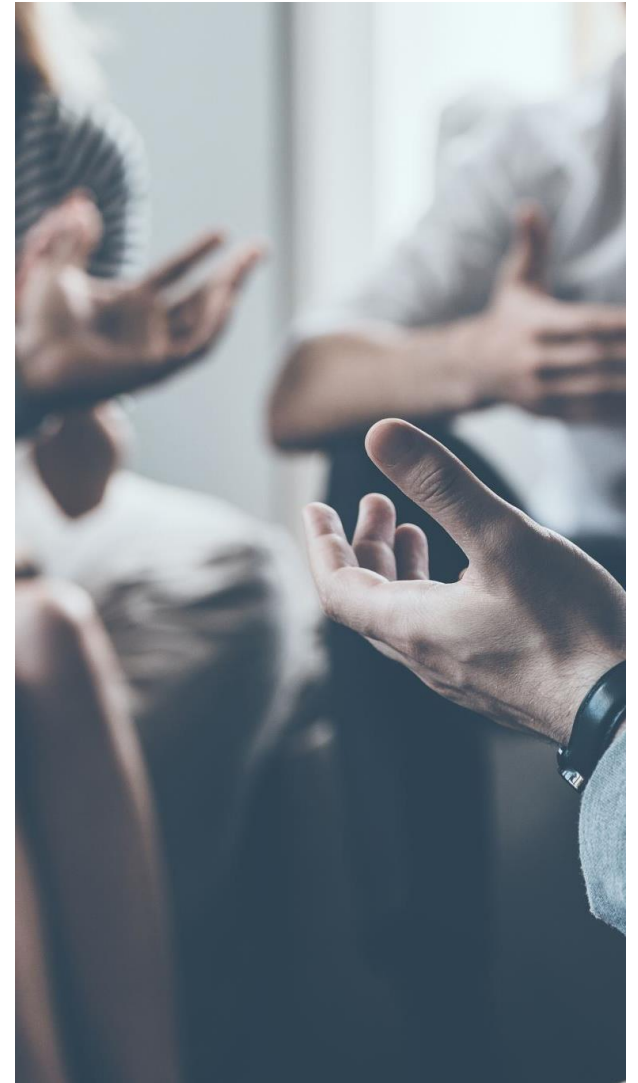
## How Active Listening Contributed to Improving Customer Service at Zappos



- Understanding customers' needs
- Empathy and rapport building
- Problem-solving
- Upselling and cross-selling

# Techniques for Active Listening

- Now that we've discussed the benefits of Active Listening, let's take a look at some techniques that can help anyone become a better Active Listener.
  - **Focus on the speaker.**
  - **Use nonverbal cues**
  - **Ask clarifying questions.**
  - **Summarize and reflect.**
  - **Provide feedback.**
- By using these techniques, one can become a better Active Listener and contribute to a more positive and productive work environment.



# Conclusion

- In conclusion, Active Listening is a crucial skill that can contribute to building strong relationships, making informed decisions, resolving issues, and driving towards team success.
- We encourage everyone to practice Active Listening in your workplace and to share the benefits of this skill with your colleagues.



Thank You



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