



**MOHAMMED MUJHAED(AHED)**

**TERRITORY SALES MANAGER**

**HYDERABAD - INDIA.**

15 + years of strong domain knowledge in Modular Kitchens and Furniture in pillars ranging from dealing with B2C and B2B Clients, Architects and Builders, Relationship management, Marketing & Sales. Has a strong acumen of handling new business opportunities for Organizational growth. I believe it is the human element that bridges the gap between existing and desired levels of performance. I would like to utilize my interpersonal and communication skills to bridge that gap. Seeking a challenging leadership assignment in a dynamic/global environment, to utilize my skills and enhance my career, while growing in the organization professional as well as personal front.

## PROFESSIONAL SUMMARY



- JAN- 2022 TILL DATE  
TERRITORY SALES MANAGER.

REHAU KITCHENS



- SEP-2016 to JAN -2022  
STUDIO MANAGER / AREA MANAGER.





KHAZANA  
GROUP-INDIA

- **AUG-20012 to SEP-2016**  
**SALES MANAGER**

eleVate,

BLAU  
KITCHENS  
WARDROBES



NATUZZI  
ITALIA

CUZZINI KITCHENS



- **JUL- 2007 to JAN-2011**  
**SALES EXECUTIVE.**

MODULAR KITCHENS, WARDROBES  
CROCKERY & TV UNITS

## **STRENGTH**

- Positive attitude.
- Effective communication and interpersonal skills.
- Leadership abilities.
- Commendable man & time- management and ability to resource and provide a cohesive workforce to achieve standards,
- Ability to identify potential problem areas and relocate resources to correlate with situation.
- Receptivity to change.
- Work with cooperation and interpersonal harmony
  
- Empathic and compassionate in nature
- Imaginative, considerate & Trustworthy

## **PROFILE HIGHLIGHTS**

- 1.5 years of leadership exposure along with 5 years of Client Relationship Management experience.
- 1.8-year experience as entrepreneur in the year 2011-12
- 15 years of Sales experience.
- Experience in pre-sales (collaborate with Sales team on RFP) & Business Development for the smooth functioning in operations.
- Experience in opening sales calls, preparing quotations/proposals & accomplish projects contract letters as a part of documents preparation.
- Proficient in documentation and maintenance of client data.
- Managed clients across multiple properties.
- Experience of managing self-managed and qualified individuals, across different geographical locations.
- Actively manage end to end sales processes and activities including handling of queries/cases/escalations, reservation data flow management, quality audits, risk and controls, and reporting and metrics.
- Experience in business development and marketing functional expertise
- Experience in preparing SWOT analysis reports, Business plan preparation.
- Efficient in making revenue to the company in high profits.
- Highly motivated, self-starter able to work independently and collaboratively within a diverse team environment.

## PROFESSIONAL EXPERIENCE

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**JAN – 2022 to till date**

**REHAU POLYMERS – REHAU KITCHENS**

**TERRITORY SALES MANAGER - Hyderabad – Remote.**

Rehau, a global leader in polymer-based solutions, has launched its maiden kitchen category, Rehau Kitchen in launched in southern part of the country to target the potential markets like Hyderabad, Bangalore and Kerala. With this a component manufacturer and supplier brand, Rehau has become a solution provider with the launch of its kitchen category.

### ROLE: TERRITORY SALES MANAGER

I am responsible for expansion and business development for two regions AP and Telangana, Setting of POS in the region from design finalization to execution , Internal coordination's and maintain communication flow to channel partner, development and implementing sales strategy and thereby increases the revenue generation and market share, Leading the entire team evolving and implementing system and process ,Works hand in hand with top management in order to develop implement new ideas/plans that will enhance the operation of the company at large building an ongoing relationship with architects understanding their requirements for their clients presenting the product and design interacting and building the brand with the architects , interior designers and freelancers, achieving the set targets by strategizing and planning and motivating CP and his team, being self-motivated is the key as working remotely.

**SEP - 2016 to JAN- 2022**



**Bespoke & Studio Pepperfry**

**Hyderabad – Banjara Hill Rd. No. 12 & Kondapur.**

**Studio / Area Manager**

**BESPOKE** was the customized tailor-made furniture solutions offered to client under offline Service like Modular Kitchen, Wardrobes & Customized Furniture. **PEPPERFRY.COM** is a ecommerce platform – Having a vast offerings in Furniture, Furnishing & Home Decors. Studio Pepperfry came into existence to give a touch feel of the Furniture online – mostly In-house solid wood furniture.

### Key Account Manager – Promoting Bespoke Telangana & Ap

- My role evolves around the following points
- B2B sales
- Empaneling Architects & Interior designers under Channel Partner Program
- Customizing solutions based on client requirements for Bulk orders
- Attending online queries for Modular Kitchen getting through CRM
- Assigning the designs to interior designers
- Targeting and approaching HORECAs for B2B orders.
- Targeting and approaching builders to setup sample fit outs
- Bespoke promotions in official gathering and in furniture exhibitions

### Manager - Studio Pepperfry

Under effect of a strategic shift in company unfortunately bespoke had dissolved And all the employees were absorbed in studio concepts as it was only 8 months In company and it was also an opportunity to work first time in retail segment I have joined studio under studio manager.

It was turnout to be a good decision as it allowed me to enhance and elevate

My creative side during my tenure in studio I have been recognized as  
The customer hero who goes step head to give service to customers  
I have helped hundreds of customers in setting up their furniture fit out

Having a good colleague with me and being myself a good team player as team  
We have achieved many accolades and recognized our studio in one of the best  
Studio all over India despite the smallest format among all the studios.

Under the different initiatives incentive schemes our studio performs always  
Best and under individual performance criteria I have achieved many awards  
And recognition.

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#### Naming few Project / Clients handed during the tenure.

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- L&B Group
  - My Home Bhoja
  - Gruhakrin – Vijaywada /Vizag
  - Hope Unlimited Church
  - Scoops Ice Creams
  - PMJ Jewellers
  - Guilt Trip
  - Justice k Vijaya Lakshmi
  - Mr.Praveen – Fruitaholic
  - Graffiti Hotels
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#### HANDLED AREA MANAGER ROLE

My role in this to guide and drive Studio Owners / Design Partners to make them success to make it possible I work on the following points to make sure all interactions between client and Design Partners going smooth and I peruse commercial and discounts discussion to seal the deal.

- Ownership to Client Satisfaction of all projects across the territory.
- Developing and executing the Design Partner's Success Strategy in the territory.
- Working with cross-functional teams to ensure right steps to grow the respective Territory as per demand in the territory
- Enabling Design Partner to achieve their qualitative and quantitative targets
- Meeting (online/Offline) with Design Partner to understand & solve their concerns on a regular basis.

KRA METRICS Is on following responsibilities.

- TO Monitor PTL on daily basis
  - To Monitor Cohart and Effort view on daily basis to track performance of Design Partner.
  - To Monitor and get the Milestone & Internal Chat marking done by Design Partner /Designers.
  - To provide training to new on-board LPs about the process and SOPs in 0 to 10% stage.
  - Monitor and track Leads funnel movement and make sure it moves fast before TAT Briefing Call > BOQ Shared > Revised BOQ Shared / Proposal meeting > Payment Received.
  - To Review BOQs before Design Partner's designers share BOQ with client.
  - To involve in all Pitches in VC & EC (Experience Center) to make sure interaction goes smooth and on spot closure happened.
  - To engage clients by posting useful info. Links and completed project Pics on regular basis in Wattstapp Groups created at the time of new lead assigned.
  - To monitor designers & Design Partner's communication going smooth in WA groups.
  - To raise ticket and share discount coupons with Design Partner.
  - To Look for blockers and address it wherever lead stuck
  - To reallocate resources to maximize on profit and potential of Design Partner and to minimize losses or liabilities and the inclination to positively challenge existing procedures in his/her company to try if they can be improved upon.
  - To track on CSAT rating and to follow up with client for the same.
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**AUG - 2012 to SEP-2016 Khazana Group India**

**Hyderabad,**

M/s. Khazana Group offer Turnkey interiors a complete one stop solution in Hyderabad and all over India

**Manager Marketing**

Position involved pure marketing of Project sales for Modular Kitchen and Wardrobes and Turnkey Interiors.

Visiting builders who are offering kitchen and Wardrobes by default with purchase of Flat or Villa.

Meet and understand their budget for Kitchens.

To send person to site for Measurements, making designs with the help of Auto Cad Operator Invite builders to experience center to experience display Models and finalization of designs, gives project pricing and close the deals.

Handling Customers who visit experience center for color finalization, upgradation of Kitchen and other requirement.

Handling customer queries, complaints and comments escalated to Fabrication team.

Identification of competencies and drawbacks in existing resources and reallocation of duties accordingly resource and manpower management.

Recommending training and development areas to the marketing Staff.

Naming few Project / Clients handed during the tenure.

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- Manjeera Trinity
  - Manjeera Majestic
  - Aparna Cyber County
  - MAK Projects - Villas
  - Couple of Independent Villas & Apartments
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**JUL-2007 to JAN-2011**



**Cookscape Modular Kitchens and Wardrobes Pvt Ltd.**

**Marketing Executive.**

Position involved pure marketing of Modular Kitchen, Wardrobes  
Use to Visit under Constructing Sites, Individual Villas, meets with site supervisors.

Get the flat or villa owners contact details and follow them for business.

Bring the following clients to showroom and explain the product.

Inspection of site taking measurements, making designs with the help of Auto Cad Operator.

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## **INTEREST & ACTIVITIES**



*"Solo  
Travel"*



## **LANGUAGE**

English, Hindi & Telugu

**REFERENCE** – Contact details on request.

Mr.Niraj Tiwari – Area Manager Pepperfry.com  
Mr. Surendra – Reporting Manager – Khazana Group (Elevate)  
Mr.Vivek Tibrewalla – Client – L&B Group  
Ms.Amrita – Reporting Manager – Pepperfry.com (Bespoke).  
Raghavendra – Reporting Manager – Cookscape.  
Mr. Proveen – CEO & Founder FruitoHolic

## **QUALIFICATION**

### **BBA**

*BACHELOR'S IN BUSINESS ADMINISTRATION*

### ***Intermediate***

Sultan Ul Ullom Junior College, Hyderabad

### **Schooling**

Sunshine High School, Hyderabad

## **PERMANENT ADDRESS**

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Rajender nagar 500048

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