

Ubedullah AbdulKarim Shaikh

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Professional Summary

- **20 years** of total experience in **Distribution Channel Account, Regional Key Channel Account, Direct Dealer Channel Account, Customer Service and Team Management in Consumer Durable & Small Home Appliances Industry.**

Responsible for Key Account Channel - Vijay Sales, Kohinoor Electronic, Digi1 Electronic, Snehanjali Electronic & Appliances, Rahul Electronic & Arcee Electronic.



- Last working for **KEN STAR** - Ken life Styles Pvt Ltd for Air Cooler, Small Appliances, Water Heater & Fans Handled Mumbai Region as an Branch Sales Manager
- An effective communicator with excellent relationship building and interpersonal skills Strong analytical, Problem solving & organizational abilities.
- A keen planner and strategists with experience of handling the entire operations.
- **Geography Handled:** Mumbai District, Thane, New Mumbai District, Raigard District, North Maharashtra & South Maharashtra Branch.
- **Current Geography Handling :** Mumbai Region, Mumbai District, Thane, New Mumbai District and Raigard District, Rest Of Maharashtra Geography : North Maharashtra and South Maharashtra Branch.

Achievements at Eureka Forbes Ltd.

- Received Smart Award for Best Euro champ in year - 2011-12
- Promoted as an Deputy Divisional Sales Manager form - 1stOct-2011
- Promoted as an Divisional Sales Manager form - 1stApril-2014
- Promoted as an Sr, Divisional Sales Manager form - 1stApril-2016

Areas of expertise

Sales <ul style="list-style-type: none">• <i>Overseeing the sales & marketing operations, thereby achieving increased sales growth.</i>• <i>Identifying Potential Customers through Sales Team & various Channels by conducting various activities to increase sales.</i>• <i>Utilizing customer feedback & references to develop relationships by providing valuable services.</i>• <i>Identifying streams for revenue growth & developing marketing plans to build consumer preference.</i>• <i>Possess operations knowledge along with sales part.</i>	Customer Service <ul style="list-style-type: none">• <i>Mapping customer's requirements and providing them expert scheme and Product SKU pertaining to selection of various products.</i>• <i>Building & maintaining healthy business relationships with ensuring customer satisfaction.</i>
Management <ul style="list-style-type: none">• <i>Creating and sustaining a dynamic environment that fosters development opportunities & motivates high performance amongst Team members</i>	MIS Management <ul style="list-style-type: none">• <i>Leading, training & monitoring the performance of team members to ensure efficiency in process operations & meeting individual & group</i>

Organizational Exposure



Ken life Styles Pvt Ltd for - Air Cooler, Small Appliances, Water Heater & Fans :
Handled Mumbai Region as an Branch Sales Manager from 18th Jan-2019 to 31st July-2020

Stove Kraft Pvt Ltd for Black & Decker - Small Home Appliances and Water Heater : Handled Region
Mumbai as an State Head - (Maharashtra) from 1st- Jan -2018 to 17th -Jan-2019.

Eureka Forbes Ltd – For Water Purifier, Vacuum Cleaner & Air Purifier: Handled Mumbai Region, South & North
Maharashtra as an Sr. Divisional Sales Manager Form 20th May- 2009 to 20th December-2017

Eureka Forbes Ltd :Joined -As an Area Head from 20thMay-2009 to till 30th-Sep-2011

Eureka Forbes Ltd :Promoted-As an Deputy Divisional Manager from 1stOct-2011 to till 31stMar-2014

Eureka Forbes Ltd :Promoted-As an Divisional Manager from 1stApril-2014 to till 31st -2016

Eureka Forbes Ltd :Promoted-As an Sr. Divisional Manager from 1stApril-2016 to till 20th Dec-2017

Responsibilities:

- Distributor's Appoint for distribution expansion/placement as required.
- To achieve primary as well as secondary target territory & product wise.
- Provide Training to team.
- Conducting sales promotion and other activities in co-ordination with distributor.
- To handle distributor issue and to check & certify claims and also handle retailer problem.
- Drive Competition Tracking and force real-time decisions with cross-functional teams
- Heading Distribution Channel, Regional Key Account Channel, Direct Dealers & Retailers Channel
- Customer Service Management
- Team Management

Videocon Industries Ltd : As an Sales Executive from 1st August -2006 to 31st March – 2009

Responsibilities:

- **Product Handled : CTV, LED- Panel, Air Condition, Refrigerator, Washing Machine.**
- Planning with the team to achieving the Sales targets.
- Personally monitoring the Key account of the company.
- Planning and achieving the collection targets.
- Planning and giving the requirement of material Indent to my superior.
- Handling Distributors and Direct Dealers Channel Network.
- Month wise achieving Distributor and Direct Dealer target.
- Coordinating with Logistics, Accounts and Services departments.
- Collecting market information of competitive Brand.
- Working on Sap Programmed in the Company

Philips Electronic India Ltd : As an Retail Sales Officer from February -2003 to July -2006

Responsibilities:

- **Product Handling : CTV, LED- Panel, DVD.**
- Creating & handling distributors of company.
- Proper presentation of key products as directed.
- Planning & execution of promotional activities.
- Taking care of secondary target in my territory.
- Frequent market feedback on products, competition & market conditions to Product Marketing.
- Generate ideas that contribute to territory, business unit, company mission and profitability.

Samsung Electronic India Ltd : As an Sales Representative from September -2000 to Jan-2003

Responsibilities:

- Interacting and selling the product to customers.
- The discount schemes promotional.
- Below the line activities.

Academic Credentials

- Graduated from Mumbai University in 2000 : Bachelor of Arts
- H.S.C from Maharashtra Board in 1996
- S.S.C from Maharashtra Board in 1994
- Well versed with M.S Office, Internet.

Personal Details

<i>Date of Birth</i>	:	<i>19th November 1979</i>
<i>Father's Name</i>	:	<i>Abdul karim Shaikh</i>
<i>Languages</i>	:	<i>English, Hindi and Marathi</i>
<i>Nationality</i>	:	<i>Indian</i>
<i>Marital status</i>	:	<i>Yes</i>
<i>Native Place</i>	:	<i>Karnataka {Gulbarga}</i>
<i>Address</i>	:	<i>Flat No,303 3th floor Al- Muqit CHS C-Wing, Chaudhary Mohalla Chaudhary Garden Dudh Naka, Kalyan (W) 421301 Dist -Thane Maharashtra.</i>

(Ubedullah Shaikh)