



Muhammad Zubair Zafar

Customer Manager at METRO Cash & Carry Pakistan

Professional, Energetic, Confident, Educated and Motivated individual. I am a graduate having more than six years hard core sales experience in national and multi-national organization. I have good communication skills and market foot-work of more than 80% of Lahore. Having experience of FMCG in Sales Management, Key Account Management, Team Building, New Business Development and Sales operations

Strengths & Skills

- ✓ Business Development
- ✓ Marketing
- ✓ Sales

Experience 6 years

METRO Cash & Carry Pakistan Customer Manager	5 years	Aug 2013 - Present
Master celeste Branch Manager	1.1 years	Jun 2012 - Jul 2013

Work History

METRO Cash & Carry Pakistan	Aug 2013 - Present (5 years)
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Customer Manager Lahore, Pakistan

- Business development through local retail markets.
- Handling business turnover of more than PKR 120 Million per annum
- Areas including Johar Town, Thokar, Green Town etc.
- Target setting for whole territory customer wise and its achievement plan with a smart approach.
- Identifying and successfully developing new markets and customers in a highly competitive industry and also
- planning and sustaining a high performance of the sales.
- To assist the CFT in designing different sales and operational activities for different target groups.
- To monitor the results according to the KPI's as well as to the qualitative objectives those are defined from heads in order to make the right decisions to improve the situation.
- To interact with Store Management on regular basis regarding the customer issues (stock availability assortment building, resource allocation etc)
- Formulating and implementing short term and long term growth strategies, stock forecasting sku wise.
- To survey as well as deliver inputs and monitor the market in order to know what Competitors are
- doing to allow METRO to react and to adapt its Strategy

Master celeste	Jun 2012 - Jul 2013 (1.1 years)
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Branch Manager Lahore, Pakistan

- Manage overall operations of a business unit.
- Developed the category sales and won annual & campaign sales targets.
- Responsible for cash counter and accounts staff efficiency.
- Manage advertisement, Seasonal campaigns Management, premises administration, maintenance ambiance, brand prestige and customer experience.
- Dealing with staff issues such as interviewing potential staff, conducting appraisals and performance reviews, as well as providing or organizing training and development.
- Squeezed the branch inventory shrinkage to the lowest level ever. Inventory

Contact Info

03215853357
muhammad_zubairzafar@yahoo.com

House # 3/A/5, Street # 1-E. Madina Colony Lal Pul Mughal Pura Lahore Lahore, Pakistan

Academics

MBA | 2018
GLOBAL UNIVERSITY, Lahore

B A | 2011
University of the Punjab, Lahore

Industries

- Fast Moving Consumer Goods (FMCG)

Functional Areas

- Sales & Business Development

Languages

- Urdu - Native
- English - Medium

Hobbies

- Internet surfing
- Reading