

# MAKBOOL AHMED

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Result oriented Management professional with around 13 years of rich experience in **Proposals, Tendering Estimation, Sales & Business Development** in Manufacturing, Oil & Gas, Petrochemicals and Energy sector.

## Skilled in:

→ Proposals & Tendering      → Estimation      → Strategy      → Sales & Business Development

- Result oriented Management Professional with expertise in managing diverse range of activities such as strategic Sales & Marketing, International Marketing, Tendering, Business Development, Proposals & Estimation.
- **Currently associated with Oswal Group, India as [Regional Manager/Head- Marketing & Strategy](#)**
- **Recently associated with Fabtech International, UAE as [Manager- Business Development & Proposals](#).**
- **Previously associated with Serck Services International, UAE as [Lead Engineer-Sales & Proposals](#).**
- Oswal Group is one of the leading Industrial valves manufacturing companies in India.
- Fabtech Int'l is the Leading Process equipments, Skid packages & Rigs Manufacturer in the MENA region.
- Serck Services Int'l is the Leading Heat Exchanger & Pressure Vessels Manufacturer in the GCC region.
- Trained & Certified Internal QMS Auditor.
- Adroit in managing operation processes in Sales & Business Development , Proposals and Estimation.
- Managing both technical & commercial aspects of the business to achieve the desired target.
- Enterprising Leader with excellent analytical and inter-personal skills with ability to drive quality enhancement, process improvement and cost savings initiatives; efficient in team management.
- Knowledge of various business analysis models/tools & formulating strategy based on the analysis.
- Knowledge of ASTM, API & ASME Codes.

## CAREER RECORD

From October 2020 to present, Oswal Industries Ltd.(Oswal Group), Mumbai, India  
**[Regional Manager/Head- Marketing & Strategy](#)**

### **Job Description:**

#### **Pre-Sales -**

- 1) Leading team in assessing, clarifying, and validating consumer needs on a regular basis, making customer specific strategies.
- 2) Leads the team for scouting for information in the market / Appropriate Market intelligence
- 3) Leads the team in assessing, clarifying, and validating consumer needs on a regular basis.
- 4) Drives and develops account specific growth strategies and approaches.
- 5) Making a Pre sales pitch with all our credentials to suit our offerings and customer requirements.
- 6) Presentations - company & products
- 7) Negotiating and closure, Value selling.
- 8) Handling Pre-qualification team & guide them to achieve the approvals from major companies.

#### **Sales:**

- 1) Handling large annual target & key accounts. Aquisition of new customers in the territory.
- 2) Supporting team for Order approval/ commercial approval.
- 3) Looking LC draft procedure and completing most of the verifications before handing to finance.
- 4) Negotiating with vendors/customer & finalization for both technical as well as commercial aspects.
- 5) Appropriate Market intelligence & monitoring competitors activities.
- 6) Reading/ editing and negotiating domestic & international contracts and arbitration procedures.

#### **Post Sales:**

- 1) Able to handle Customer complaint at the primary stage to avoid further hassle.
- 2) Maintain long term relation with the client & enhancing the customer service experience and life time customer value for the company.
- 3) Representing company as a brand ambassador & elevating the perceived value of the products & services to the key customers.
- 4) Making company as a strong brand for winning customer confidence.

**From August 2018 to July 2019, Fabtech International, UAE**  
**Manager-Business Development & Proposals**

**Key Accountability & Responsibility:**

- Design & implement a strategy to develop the pressure vessel and heat exchanger business units to meet agreed corporate targets.
- Identify and actively peruse opportunities for new client acquisition and expand existing client relationships across pressure vessel & heat exchanger products and other associated products.
- Prepare annual budget and identify areas to increase productivity by exploring cost reductions and increase revenues through sales and business development activities.
- Develop short, medium and long term forecast for all pressure vessel and heat exchanger projects to input Fabtech's overall capacity plan to optimize resource/asset utilization.
- Built and maintain existing client relationship in order to develop new business opportunities.
- Liaise with estimation for ensuring competitive submission & follow up with potential clients.
- Develop and maintain client relationships from project inception to completion acting as the lead interface with the client on behalf of Fabtech.
- Evaluate and access each new project against company 'project selection criteria' and present to Director-in-charge for sign off.
- Ensure all proposals consider all production dimensions, material usage, specification and tolerance, cost of materials, manpower, quality, safety requirements, timelines, and capacity to ensure operational delivery.
- Review, sign off and present design technical and financial proposals to VP, CEO/Chairman for sign off before final pricing is submitted to clients.
- Co-ordinate with pressure vessel and heat exchanger team to provide engineering design expertise to all external clients and internal partners to ensure that the clients specification are interpreted accurately to develop technical drawings ,assets costs of materials ,manpower and quality standards to support operational delivery.
- Attend project kick off meetings when appropriate with the client representative (if relevant) to ensure all technical points are in line with the client contract.
- Present proposal to client on behalf of Fabtech ensuring negotiation and handled in Fabtech's interests whilst considering all stakeholders.
- Maintain and manage client relationship during projects by providing regular project updates, chasing invoices from clients and assuring quality standards.
- Ensure client job variation requests are interpreted accurately and ensure the impact on cost, resources, quality and operations delivery are clearly understood and agreed between all stakeholders before any variations are accepted.
- Follow up any client payments as instructed by Finance / pre-agreed.
- Sign-off projects on completion before components are dispatched to clients.
- Ensure team follows consistent design/drawing processes which are continually reviewed for improvement against design engineering best practices.
- Act as key interface with the client for commercial matters where necessary.
- Highlight to key stakeholders and client any additional cost implications that arise during project due to changes /delays that were not considered at the time of estimation.
- Lead and develop skills and capabilities of the pressure vessel & heat exchanger team and ensure minimum regulatory requirements are adhered to.
- Keep abreast to all market developments, latest techniques, products and materials.
- Meet the client regularly to obtain feedback on project progress.
- Set and agree individual objectives for all reports and ensuring that these are aligned with departmental company targets.

**From August 2010 to August 2018, Serck Services International, UAE (Unipart Group,UK)**  
**Lead Engineer-Sales & Proposals**

**Key Deliverables:**

- To check the Technical & commercial feasibility of the tender.
- To review the Specification/ BOM / Material Requisition/ Proposal/ Scope of Work of the tender.
- Analyzing blueprints and other documentation to prepare time, cost, materials and labor estimates.
- Vendor drawing review, interfacing coordination with Client / EPC Contractor.
- Consulting with clients, vendors and Engineering team to discuss and formulate estimates and resolve Pre-bid technical & commercial queries in an effective manner.
- Co-ordinate with Engineering, Procurement, QA/QC and Production for preparing the proposals.
- Ensuring effective preparation and validation of all the prices of the proposals issued comprising estimation & costing, rate analysis, preparation of BOQ, comparative statement and subcontract quotations.
- Selecting the appropriate techniques and sequence of events for a particular project.
- Drawing up plans and presenting schedules of work.
- Check & review of basic design and calculations.
- Reviewing the TQ received from the client & submitting TQ to the client after discussion with the engineering team.
- Adhere to Company Safety Standards and ISO Quality standards.
- Preparing logistics plans and pricing schedules for individual projects.
- Submitting the final proposal within the time limit.
- Closing of the project with complete reports and documentations.
- On receipt of the order, checking the contracts technical specification & commercial terms and condition as agreed.
- Record & covert the order into a project using Microsoft Dynamics software.
- Handing over the project to the Engineering team for design & fabrication.
- Monitor the enquiry/proposals in progress on daily basis and prepare weekly reports.
- Analysis of the major lost enquiries.
- Handling the PQ activities for clients & preparing PQ related documents for submission.

**Attainments:**

- **Trained and Certified Internal QMS Auditor by Bearau Veritas.**

**Jul'07 to July'10 with Godrej & Boyce Mfg.Co. Ltd, Mumbai & Bhubaneswar, India**  
**Sr. Executive-Project Sales**

**ROLES & RESPONSIBILITIES**

**Major Responsibilities:**

Conducting formal presentation on product & services available to new and existing clients, to generate company credibility, sales and customer confidence.

Reviewing customer drawings, plans and other documents in order to prepare detailed technical proposal for them.

Involve in negotiating commercial terms with customers, including delivery, payment terms, and bank guarantee and after sales support.

Involvement in the sales planning, budgeting, and forecasting.

Prospect new business through technical visits to customers and end users of the product, with the objective to develop a portfolio of clients.

Working closely with the engineering team to provide technical solutions and communicate with customers.

Reviews customer specifications and standards to ensure that the product design meets the job specifications, standards and contract terms. Coordinates any changes or specification variances with the customer to optimize the design & cost.

Identify potential customers in the sale zone and develop a business development plan to reach them.

Participating in Client/contractor meetings and resolving the technical & commercial issues related to the projects.

## INDUSTRIAL TRAINING

- Successfully attended Industrial Training in Durgapur Steel Plant, SAIL, West Bengal.

## EDUCATION BACKGROUND

MBA-Business Management – (Marketing & Operation)	2019-20 (Full Time)	Xavier Institute Of Management, Bhubaneswar (XIMB)
B.E(Mechanical Engineering)	2003-07	National Institute of Technology, Agartala
XII (AHSEC ASSAM)	2003	Adhar Chand HS School, Silchar, Assam
X (SEBA ASSAM)	2000	Adhar Chand HS School, Silchar, Assam

## ELECTIVES IN MBA

Marketing	Sales & Distribution, Consumer Behavior	OM & DS	Project Management, Supply Chain Management, Business Analytics
Marketing	B2B Marketing, Sustainability Marketing, Marketing Research, Brand Management	OM & DS	Quantitative Methods for Business Decisions, Quality Management.
Marketing	Strategic Marketing, Services Marketing & Integrated marketing Communication.	OM & DS	Strategies for Manufacturing & Services

## OTHER COURSES

	Design Thinking for Managers		Exploring Groups & Individuals
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## IT & ANALYSIS SKILLS

- Well versed with MS Office, MS project, SPSS, Advanced Excel, Tableau and Statistical analysis tools.
- Knowledge of OM & QMBD models, Business Analytics tools like R Studio.
- Knowledge of Auto CAD, HTRI & PV Elite Software.
- Well versed with Microsoft AX Dynamics software & Marketing Research analysis tools.
- Understanding of Strategy formulations, Operational Excellence models, Sustainable models & SCM models

## PERSONAL DOSSIER

**Date of Birth** : 15<sup>th</sup> October, 1983  
**Contact Address** : DLA-18, DL Colony, VSS Nagar, Bhubaneswar, Odisha, India  
**Marital Status** : Married  
**Languages Known** : English, Hindi, Arabic, Oriya, Assamese and Bengali.