



MD. Majeed Ahmed

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Sales & Marketing / Distributor Management /Channel & Retail Management / Customer Relationship Management

Objective

A strong determination, passion and ambition to reach the highest level in the field of sales, marketing & business operations carrying alongside, the goals and objectives of the organization with merit

Management Skills

- *0 Effective with senior management; ability to see the big picture
- *1 Hands on sales & operations professional with focus on numbers
- *2 Team Player
- *3 Expertise in handling distribution channels
- *4 Exposed to building retail distribution channels from start
- *5 Leading and motivating team
- *6 Good communication skills
- *7 Ability to bond long lasting relationships. with customers and colleagues

Executive Summary

- **Total Experience: 6 Years.**

Gulf Experience: 2 Years

- A competent professional with around **6+ years of quality experience in Sales & Marketing** with Passion for building a career in sales, marketing & business operations.

Currently working organization

- Currently working in Global Beverages Company (fayha and berain water company) in **Saudi Arabia, Riyadh** as a **Sales Supervisor** from **March 2015 to Dec 2016** and I have done work in **SAP** Programming for making and generate the orders.
- Responsibilities of Handling Business Sales team and I have 8 cars Area Operations and retail sales.
- Responsible for achieving monthly targets and FMOs
- In **SAP** Programming making the orders and enter the desired storage location and recovery the monthly and daily sales data export to excel sheet for targets and achievements.
- With use of basic fundamentals of transaction using in **SAP** Programming.

Previous Experience in India

Organization-1: Idea cellular service pvt ltd.,

- Telecom organization of Idea cellular service pvt ltd., as a **Sr.Territory Sales Executive for idea cellular Ltd, from Dec 2013 to March 2015.**
- As a Sr T.S.E, (I handling Part of Karimnagar District for Prepaid Business of idea cellular Ltd, with 15 Rural Super distributors, my job includes the following.
- Handling Sales & Distribution part of Karimnagar District, Telangana.
- A keen performer with demonstrated success in increasing business.
- Recognized proficiency in carrying out sales & marketing operations with focus on accomplishment of the company's mission and in achieving budgeted targets.
- Expertise in acquiring new customers; distribution channel expansion & conceptualising/ implementing competent strategies with a view to incrementing business revenues. .
- Good communication, analytical, team building and relationship management skills.

Job profile:

- Responsible for Revenue, Handset primary and secondary,
- Overall responsibility of sales growth in the territory.
- RCV and VTOP outlet penetration.
- Expansion of distribution in vital town & win towns.
- Appointment of channel partner.
- Channel management.
- FOS, Merchandisers and CAF boys training and team engagement.
- Focus on Promotional activities at new town launch and existing market.
- New product launch and promotional activity.
- Retailer monthly Activation scheme design.
- Data Analysis and management.
- Brand remainder activities.
- Balances between customer needs and organizational constraints, and escalates the situation when necessary.
- Ensures quality in every action and activity and meets deadlines on objectives
- Originates and develops new ideas and unconventional approaches.

Job Description:

- Responsible for handling the distributors and motivation them to achieve the assigned targets.
- Responsible for meeting the retailers shop keeper's everyday in the market visit and motivate them to sell our product.
- Ensuring that every schemes and promotion plans are properly communicated and execute in the market through distributors.
- Ensuring the availability and visibility of our product in the market.
- Responsible to increase the number of Fans & Bulbs sales.
- Every day Beat Plan.
- Daily meet the stockiest and knowing about status and supply.
- Create the Market at new areas which is don't covered.

Responsibilities

- Responsible for achieving sales in parts of Karimnagar District.
- Market understanding and competition analysis.
- Market mapping to identify potential grids.
- Retail census/mapping and potential study of various operators.
- To drive increase in counter share; to gain customer market share.
- Identifying and Recruiting the channel partners for each grid

- Expansion of distribution channel & increase in retail penetration. Appointment / replacement of distributors.
- Manpower dimensioning for channel partners.
- Recruitment and Training of manpower.
- Monitoring outlet coverage.
- Responsible for targeting & opening unrepresented markets.
- To drive revenue objectives. Plan market wise sales and plan monthly stocking & sales.
- Retail demo CAF collection and issuing of Demo lines to trade.
- Devising, implementing & monitoring sales promotion activities at retail level .
- Responsible for merchandising of outlets and proper utilization of company owned Sale Generated Assets (SGA) and Display units.
- Responsible for devising & implementing attractive retail / trade schemes to increase offtake / sales ; to ensure timely distribution of scheme incentives to ensure channel remains motivated.
- Employee engagement - Motivating sales teams through timely rewards and recognition.
- Records and Reports - Ensure proper maintenance of documents related to financials and sales with all channel partners and reporters.
- Responsible for ensuring distribution channels financial health ➤ Return on Investment (ROI).

Organization2: PEPSICO Foods India Holding Pvt. Ltd.,

- As a Sales Executive -**PEPSICO Foods India Holding Pvt. Ltd.**, from **18th November 2010 to 15th Dec 2013** handling the Karimnagar Dist,

Job profile:

- Responsible for Area sales Development Operations for 6 regions of Telangana.
- Maintain distributor's relation management.
- Train Delivery Agents and do gate meets on daily basis.
- Appointing new Sub distributors by catching white areas of no distributions.
- Job to Look to maintain distributor's records
- Training to Delivery Agents and do gate meets on daily basis.
- Focus on Month Targets & Objectives
- Quarterly report, physical ED's data on field to know the market penetration & depth.

Core Competencies

☎ Sales / Marketing & Business Operations ☎ Coordination / Negotiation Skills ☎ Customer Relationship Management ☎ Strategic Planning ☎ Commercial Operations

Proficiency Forte

Business Development/ Strategic Planning

- Driving sales initiatives and achieving budgeted targets and to explore innovative methods in identifying new segments for business.
- Planning, formulating, scheduling & implementing long term/short term strategic plans to enhance business operations and to achieve the pre set goals within time adhering to quality & cost parameters.
- Identifying, developing & implementing new initiatives for monitoring sales and maintaining relationships with Distributors / Retailers to achieve sales targets.
- Analyzing & reviewing the market response/ requirements and communicating the same to the marketing teams for coming up with new schemes / product extensions.

Sales & Marketing

- Identifying new & unexplored segments for business as part of market development effort.
- Prospect, Identify & Appoint new Distributors to cover unrepresented / unexplored geographies to increase business & market share.
- Organizing promotional activities & trade / retail schemes for achieving better market reach and penetration.
- Creating initiatives, designing schemes, planning of merchandising and execution of these marketing events for increasing sales drive.

Relationship Management

- Identifying and networking with prospective distributors, generating additional business from existing distributors / geographies & increasing sales
- Studying, Assessing & Identifying purchase patterns of customers in existing and new territories in cluster geographies and propose appointment of new distributors.

Team Management

- Monitoring extended teams & ensuring quality deliverables.
- Providing direction, motivation & training to the internal team for ensuring optimum performance.

Achievements

- Achieved 1st Place in the circle **Maha Vega Contest** for removal of **Low Utilization Tower** for good performance.
- Expanded retail coverage presence by over 40%.
- Lowest Gross Barring in the zone.

Educational Qualifications

- **Masters of Business Administration**, specializing in **Marketing**, Kakatiya Mining College, Kakatiya University, khammam, 2010. **(64%)**
- **Bachelor of Science**, Bio Technology **New science Degree College**, Kakatiya University, Warangal, 2008. **(60%)**
- **Intermediate** Biological Subjects NVB Junior College, Hanamkonda, Warangal 2005. **(60%)**
- **SSC** from SCMHS High School, Warangal 2002. **(70%)**

Personal Dossier

Date of Birth : 12-April -1987.

Known Language : Arabic, Urdu, English, and Hindi & Telugu.

Driving Licence : KSA Valid Licence: **19/08/2020**

Indian Valid license: **26/05/2031**

Passport Number : **M0620804**

Passport Expire : **30/07/2024**

Declaration:

In view of the above, I request you to give an opportunity to serve your esteemed organization in the capacity mentioned above for which act of kindness shall be very thankful to you.

Place : INDIA

(Majeed Ahmed)