# MUHAMMAD ASAD

* **PERSONAL OBJECTIVE:**

To succeed in an environment of growth and excellence and earn a job which provides me job satisfaction and self development and helps me achieve personal as well as organizational goals.

* **WORK EXPERIENCE:**

1. **UNIVERSAL BUSINESS EQUIPMENT (October 2012-Present)**

Universal business equipment (PVT) ltd is in the field of office automation and IT products since 1978 and have its branches in almost every major city of Pakistan. Our major brands are Kyocera, Lexmark, Minolta, Sony and Sharp. We have 11 branches nationwide with over 100 employees.

* **March 2013-present, Senior Sales Executive:**

**JOB DESCRIPTION:**

1. Looking after assigned territory.
2. Assist direct sales team.
3. Ensure targets are achieved assigned by branch manager and managing director.
4. Achieving my individual direct sales targets.
5. Monitoring the performance of the competitors.

* **October 2012-February 2013, Sales Executive:**

I was appointed as a sales executive in October last year. I was assigned a particular territory from where I had to generate new businesses and also to generate business from the existing clientele.

1. **JUBILEE LIFE INSURANCE (June 2012-September 2012, Relationship Officer):**

Jubilee life insurance Company limited (a subsidiary of Aga Khan Fund for Economic Development –AKFED Switzerland) in Pakistan, USA, UK, Kenya, Uganda, Tanzania, Burundi & Mauritius. AKFED is operating in approximately 150 countries in some 15 countries and employees over 30000 people.

**JOB DESCRIPTION:**

1. Develop investment plan for clients according to their needs & budget
2. Explore new business opportunities to build a pipeline of clients to meet team targets
3. Support sales team in presenting the investment plans to clients
4. Coordinate with clients for the feedback & customer support required
5. Maintain & monitor daily activities of Direct Sales Force
6. Maintain information about the competitors & potential customers in the market

* **EDUCATION:**
* **2009-2012: MBA (Marketing)** from Bahria University (Karachi Campus). Cgpa was **3.1.**

My elective courses are:

* 1. Brand Management
  2. Supply Chain Management
  3. New Product Development
  4. Consumer Behavior
* **2009 : B.Com (Honors)** from University of Karachi
* **2004 : Intermediate** (Pre-engineering) from Bahria Foundation College
* **2002 : Matriculation** from Shahwilayat Public School
* **PROJECTS AND REPORTS:**
* **BUILDING A BRAND:**

Prepared report for ‘Brand Management’ course, on how to build a strong Brand using necessary tools and concepts and conversion of products into strong Brands.

* **NEW PRODUCT DEVELOPMENT STRATEGIES:**

Prepared report for ‘New Product Management’ course, the tools & techniques are used in this report about the various steps and stages which are involved in developing a new product.

* **SOCIAL MEDIA MARKETING:**

Making my thesis (research report) was on the topic ‘Social Media Marketing’. Companies are using platforms like Face book, Twitter, Tumbler, Olx and other social networking websites for Marketing.

* **DIPLOMA: Pakistan Institute Of Management**

**(Supply Chain Management, May 2015-october 2015)**

It’s a 4 month program with sole objective to shed light on every aspect of activities in the supply chain process of an organization

* **SKILLS & ABILITIES:**

1. Full knowledge of Ms-excel and Ms-word. How to normalize and use large data using pivot table.
2. Good report writing skills.
3. Ability to work in team and can lead when there is an opportunity.

* **HOBBIES AND INTEREST:**

1. Like reading books and novels.
2. An active sportsman and having represented my school cricket team.
3. Workout at gym.
4. Exploring new places.
5. I am a real car enthusiast.
6. Like to meet with new people.

* **EXTRACURRICULAR ACTIVITIES:**

1. Organized seminar on ‘State of Marketing Affairs in Pakistan.

**PERSONAL DETAILS:**

Date of birth: 19th April 1985

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* **REFERENCES:**

Will be furnished upon request.