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## **ASIF RAZA**

**SALES MANAGER  
DADEX ETERNIT LTD/ MULTAN**

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### **PROFILE**

Sales Manager with 18+ years of experience in construction industry in South Punjab with managing sales in Government, Semi Government, NGO's, Armed Forces, Certified Organizations, Industries, Retail, Private Projects like Housing Schemes, Hotels, Institutions, Hospitals and Residential Projects.

### **CONTACT**

LATIF TOWN, SURAJ KUND ROAD,  
CHOWK SHAH ABBAS, MULTAN.

Cell No: 0300-7321049

[asifraza10498113@gmail.com](mailto:asifraza10498113@gmail.com)

### **ACTIVITIES AND INTERESTS**

CRICKET • READING NEWSPAPER •  
EVENT MANAGEMENT • TRAVEL

## **EXPERIENCE**

### **SALES MANAGER / DADEX ETERNIT LTD MULTAN**

**JULY 2013-PRESENT**

- Look after the business of all Dadex products in Retail, Housing, Government, Armed Forces, Private Projects & Industries in Multan Zone
- To plan for addition of new retail partners in different areas & products when & where necessary
- To maintain and check distributors' and dealers' inventory on regular basis
- Enhance business relationship with retailers, plumbing contractors, builders, etc.
- Searching of new customers, untapped market and new applications in Industrial Sector in assigned area
- Anticipate market trends and identify growth area & new development possibilities
- To uplift brand image of the company by using different types of marketing activities, like dealer sessions, plumber training sessions, etc.
- Monitor and record competitors' activities in designated area
- To get business from industrial clients for different products and on different applications
- Build strong relationship with the specifiers like Consultants, Architects, Engineers, Project owners, Contractors, Industrial Managers, etc.

### **AREA SALES MANAGER / PLASTECH PIPING SYSTEM MULTAN**

**MAY 2007-JULY 2013**

- Make a distributor for Turkish PPR (Hakan / Formul brands) in Multan to feed South Punjab Market
- Inventory management, maintaining minimum stock levels at distributor warehouse
- Make extensive dealer network in more than 20 cities in South Punjab
- Order taking and ensuring timely delivery of goods to dealers
- Recover payments and outstanding from dealers on regular basis
- Organizing Seminars, plumbers' training sessions
- Managing Housing & Project sales in Multan City

### **SR. SALES OFFICER / DADEX ETERNIT LTD MULTAN**

**MARCH 2005-APRIL 2007**

- Dealing with housing customers directly for Building Products
- Dealing with Builders, Contractors, Plumbers & Architects

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**ASIF RAZA**

SALES MANAGER

DADEX ETERNIT LTD / MULTAN

**EDUCATION****BACHELOR OF ARTS***BAHAUDDIN ZAKARIYA UNIVERSITY, MULTAN*  
2005**HSSC (FSC)**BOARD OF INTERMEDIATE & SECONDARY EDUCATION,  
MULTAN  
2003**MATRICULATION**BOARD OF INTERMEDIATE & SECONDARY EDUCATION,  
MULTAN  
2000**KEY SKILLS AND CHARACTERISTICS**

- Strong interpersonal & communication skills
- Hardworking
- Punctual & Disciplined
- Poised under pressure
- Team Player
- Ability to work under any situation
- Problem Solving

**PERSONAL INFORMATION**

<b>Name:</b>	<b>Asif Raza S/o (Late) Muhammad Rafiq</b>
<b>D.O.B.</b>	<b>15-November-1983</b>
<b>Nationality:</b>	<b>Pakistani</b>
<b>CNIC:</b>	<b>36302-1021608-1</b>
<b>Marital Status:</b>	<b>Married</b>