

HASSAN JALIL

Regional Sales Manager - Lahore
Agha Steel Industries Limited



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Lahore, Pakistan

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01st Feb 1986

PROFESSIONAL SUMMARY

I am a Sales professional with an experience of **13 years** with **Building Materials & Construction Industry** i.e. **Cement & Steel** Industry. My expertise includes handling of **Dealership Network & Project sales** in Punjab Districts. I have incorporated multiple mega projects and also developed strong sales channels to gain market share.

Areas of Excellence

- **Commercial Sales** Dealership Network in Punjab Districts
- **Project Sales** Government & Private Projects
- **Zonal Sales Management** Area wise Sales monitoring
- **Business Development** Exploration of un-tapped markets & New product launch

EXPERIENCE HISTORY

AGHA STEEL INDUSTRIES LIMITED

Regional Sales Manager - Lahore

Current Employer (2 years)

May 2022 – To Date

- Accountable for Commercial & Project sales in North Punjab Regions.
- Ensuring sales target of 700 to 800 ton per month i.e., generation of 200 to 220 million business.
- Retail Network development in Lhr, Faisalabad, Sargodha, Jhang, Gujranwala, Kasur, Sheikhupura & Gujrat.
- Feeding supplies to top construction companies like Descon Engineering, Izhar Construction, NLC, MAAKSONS, Banu Mukhtar, Guarantee Engineering, Ittefaq Group, Elite Engineering, ZKB, Habib Construction, Amcorp Engineering, Potential Engineering & Zameen Developments.
- Handling enquiries from different segments i.e. Cement Industry, Textile Sector, Corporate clients, Builders & Contractors.
- Conducting quality and brand awareness sessions with Consultants, Architects, Builders and Contractors

Accomplishments

- Incorporated multiple mega projects and build strong relations with renowned corporate clients.
- Organized an event with NESPAK Lahore (Structure Engineering Division) in July 2022.
- Added 12 new distributors in Punjab to enhance retail network.
- Organized awareness session with UET Lahore (Structure Division Department) to build Industry academia linkage in Sep 2022.

AMRELI STEELS LIMITED

Assistant Manager Sales - North Punjab

2.3 Years

Feb 2020 – Apr 2022

- Handled project sales of Deformed Bars in Punjab Districts.
- Weekly meetings with Consultants, Contractors & Builders for their ongoing or upcoming projects.
- Maintained business with existing customers & developed new business in the corporate sector.

Major Handled Projects;

- Dolmen Mall Lahore
- Zameen Ace Mall
- Mohmand Dam
- Zameen Aurum
- The Indus Hospital Lhr
- Sheikhupura – Gujranwala Road
- Style Textile Mills Limited
- Spring Apartments Lahore
- Rumanza Golf Club – Multan
- Ali Garh College – Lahore
- FFC Building
- Interloop Faisalabad
- Din Group – Mill Expansion
- Shell Terminal Sheikhupura
- U.S Apparel Lahore

LUCKY CEMENT LIMITED

Sr. Sales & Marketing Officer - Punjab

Sales & Marketing Officer - Punjab

8 years

Jun 2015 – Feb 2020

May 2012 – Jun 2015

- Responsible for retail network development in Central Punjab Regions.
- Served as warehouse Incharge located in Khushab district.
- Maintain a co-relation among high retention areas and balanced supplies.
- Weekly market visits for vigilance on rates, availability, uninterrupted supplies, and consistent quality.

Accomplishments

- Raised sales to 8,000 tons / month from 2,000 tons in 2 years span i.e. 200% growth / year.
- Created a network of retailers in Punjab by adding 15 new potential dealers.
- Played a key role in launching sub product named in "Lucky Tiger" in Punjab Districts.

EDUCATION

Master of Business Administration - MBA Marketing
Degree Awarding Institute: Higher Education Commission Pakistan
Institute: University of Management and Technology Lahore (2011)

CERTIFICATIONS

Fundamentals of Digital Marketing Google Digital Garage – April (2020)	Google Analytics Google Analytics Academy – April (2020)
System Application & Products (SAP) SD / FI Module – February (2013)	Import & Export Management Pakistan Knitwear Technical Institute (PKTI) – July (2012)

TRAININGS / WORKSHOPS

Held By	Description	Date
Lucky Cement Ltd	• Funverked	January 2018
	• Stress Handling	April 2017
	• Communication Skills	July 2016
	• Team Up Beam Up	February 2013