



IMRAN KHAN

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- Marital Status: Married, Date of Birth: 19/12/1984, Nationality: Pakistani

PERSONAL STATEMENT

Believing in continuous learning and seeking a challenging, managerial and new industry's assignment where I could utilize my previous experiences, valuable initiatives, strategic skills and adding value to produce positive outputs.

PROFESSIONAL PROFILE

"Careers Accomplishments"

- Best ASM Chakwal Feb & Mar 2022 for Achieving Ever Highest Primary @ 38.0 million – (Hilal Foods Pvt Limited)
- Best TSM Chakwal- Perfect Stores League (Quarter II 2020-21 @ 95% Compliance) – (National Foods Limited)
- Winner of Squeezy Ketchup & Mayo @ 100% Availability & KPIs Compliance – (National Foods Limited)
- Best TSM Area Muzaffarabad- (2.0 million Liters UHT Sales) – (Friesland Campina Engro Pakistan Limited)

"Zonal Sales Manager - Rural"

13-02-2023 – Present

Ismail Industries Limited (Rawalpindi, Islamabad, Mansehra Belt, Kohat & Bannu Belt)

Key Accountabilities:

- Accountable to deliver HUBs (Sole) primary & SDs secondary by market visit and ensuring range wise stock on SDs floor.
- Clinching brands range and 15 days floor stock for sole distributor and as well as for sub distributor towns.
- Planning to identify more unproductive pockets and developing them by hiring local sub distributors to serve.
- Building skilled sales team through coaching, confidence, motivation, passion & learning new ways of doing business.

"Area Sales Manager"

14-02-2022 – 06-02-2023

Hilal Foods Pvt Limited (Chakwal, Dhudial, Talagang, Kallar Kahar, CH Shah, PD Khan, Kallar Syedan & Gujar Khan)

Key Accountabilities:

- Building skilled sales team through coaching, confidence, motivation, passion & learning new ways of doing business.
- Modifying distribution's routes, correcting channels & PJP's 35-40 outlets for FSOs to improve retail sale.
- Educating TSOs to enhance call & store productivity, SKU per bill, drop size & brand wise store productivity.
- Initiating best warehouses practices among stakeholders e.g., pallets, staking heights, bin cards, safety standards etc.

"Territory Sales Manager"

01-07-2020 – 13-02-2022

National Foods Limited (Chakwal & Gujar Khan)

Key Accountabilities:

- Analyzing LY bases, focusing on division & category portfolio to enhance business volume & GOLY in both towns.
- Enhancing optimum availability of MSL (Must Stock List) of all category in Food & Spice at (GT, WS, PS, LGs, & SSS Tier2).
- Planning growth category wise, division wise & channel wise by evaluating LY achievements & contribution on MOM basis.
- Refresher in morning meeting with OBs about KPIs (MSL, Priority SKUs, OP, CP, LPO, Sales Returned & Zero Purchase).

"Territory Sales Manager"

01-02-2018 – 27-02-2020

Friesland Campina Engro Pakistan (Murree, Nathia Gali, Kotli Sattian, Deval, Express Way, Lora & Gamber)

Key Accountabilities:

- Demonstrating monthly, quarterly & YTD secondary targets locked at the start of the year.
- Effectively centralizing standard routes to get required level of numeric and weighted distribution.
- Planning brand & SKU wise & slow-moving items achieving YTD targets & GOLY (Growth over last year).
- Market visit to identify gaps and opportunities & then communicating with SDs, DSRs & BDO to improve working.

“Market Development Executive”

08-02-2016 – 08-11-2017

Haidri Beverages (Pvt) Limited (Rawalpindi, Islamabad, Wah Cantt, Taxila, Pindi Gheb, Jand & Fateh Jhang)

Key Accountabilities:

- Gate meeting with team for refreshing (*Segment wise targets, achievement, remaining numbers & zero sales outlets*).
- Assessing actual trade coverage, streamlined trade segments, channels, subchannels, classifications, *PJPs* & routes.
- Injecting Chillers (Tools of Trade) on all potential outlets especially *Key Accounts* to convert them *Pepsi exclusive*.

“Team Leader Trade Marketing & Communication”

16-12-2011 – 30-06-2014

Servico International (Pvt) Limited (Wah Cantt, Taxila, Mardan, Nowshera, Charsadda, Mingora & Batkhela)

Key Accountabilities:

- Accountable to ensure execution of brand activation namely float activities, dhaba activities & road concerts.
- Ensuring of availability on out of stock outlets, branded counters', shelves takers, dispensers, tube shades & lights.

“Brand Ambassador”

14-04-2008 – 15-12-2011

Servico International (Pvt) Limited (Islamabad, Rawalpindi, Chakwal & Talagang)

Key Accountabilities:

- 1 to 1 consumer engagement with target consumers, delivering sales pitch, brand awareness & brand features.

EDUCATIONAL QUALIFICATION

National University of Modern Languages H-9 Islamabad.

MBA Marketing (3.18 CGPA)

2008-2010

CERTIFICATES & TRAINING

CERTIFICATES	• Win Win (Purpose Driven, Commercially Obsessed & Owners' Mindset)	
	• IELTS Academic (December, 2015) 5.5 / 9.0 British Council, Pakistan	
	• Computer Applications Specially MS Office.	
TRAININGS	• HSE Training (Defensive Driving Techniques & Health Safety) (Friesland Campina Engro Pakistan)	
	• EDGE Training (Every Day Great Execution)	(Haidri Beverages (Pvt) Limited)
	• Self & Time Management Training	(Navitus (Pvt) Limited)

LANGUAGES

1. English 2. Urdu 3. Punjabi 4. Pashto

SKILLS & EXPERTISE

MANAGERIAL SKILLS	1. Team Player
	2. Analytical Skills
	3. Proactive Approach
COMMUNICATION SKILLS	1. Analyzing right distributors, BDO & presellers
	2. Strong sales call (Customers engagement & handling)
	3. Active participation in monthly area & regional meetings
COMPUTER SKILLS	1. Strong command on Microsoft Office™ tools
	2. Excel – Conditional formatting, Pivot table, Lookup, Average & Rank etc.
	3. Word- Report writing, Page setup, creating tables & using tools bar.
	4. PowerPoint- Developing in formation slides by using of text, graphics & animations.