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| **C:\Users\lenovo\Desktop\WhatsApp Image 2022-10-02 at 20.03.53.jpeg****Muhammad Abdurrahman**Abdurrahman.muhammad@gmail.comDate of Birth :Aug 05, 1982Domicile :Faisalabad, Punjab, PakistanN.I.C:33100-0730828-9Present Address:P-66,Fareed Town,Jarranwala Road,Faisalabad. Cell:  +923006695847 | **OBJECTIVE** |
| Motivated and detail-oriented sales professional with managerial and supervisory experience seeking a management position as an opportunity to apply my advanced knowledge of sales, customer service and my experience with team-building and staff development.  |
| **QUALIFICATION** |
| MBA Executive (Marketing)B.COM I.COMMatriculation | Preston UniversityPunjab UniversityBISE (FSD) BISE (FSD) | 2010200320001997 |
| **AREA OF INTEREST** |
| * Sales and Marketing
* Business Development
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| **WORKING EXPERIENCE**  |
| **Concessionaire Manager**Diamond Distribution MianwaliA concessionaire of Unilever (Walls)From March 2020 –To-Date**Sales Supervisor (OOH)**Hassan Traders FaisalabadA Distributor of Unilever PakistanFrom August 2019 –March 2020**Area Sales Manager**PAN Industries (PVT) Ltd.Faisalabad ZoneFrom March2018 – July 2019**Supervisor** Prism Consulting Private Limited Brand Promotion and Merchandising service provider for (Ontex Pakistan)From OCT 2014 – March,2018 **Distribution Manager**Diamond Distributors A Distributor of (Adam’s Milk Foods Pvt Ltd.) From DEC.2013 – OCT 2014**Sales Supervisor**Diamond DistributorsA concessionaire of Unilever (Walls) From May 2012 – Oct.2013**Distributor Sales Representative**Muller and Phipps Pvt. Ltd A Distributor of Unilever PakistanFrom June 2006 – April 2012**Responsibilities &Learning*** Primary and Secondary stock management
* Cash flow management
* Sales and cash forecasting
* ROI management
* Routes and Area building for maximum output
* Distribution operation management
* Human resource management
* JD Assignment among staff
* Claims Monitoring
* Developing and monitoring Assets Control
* Maintaining Collaboration among Distributor and Company
* Distributor and SDs handling
* Develop and monitor monthly/quarterly targets for all Sections
* Maximum Growth over Target and last year comparison
* Develop and monitor Credit and Discount control policies
* Develop & manage retail trade relationships and leverage these relations to capitalize on business growth and opportunities.
* Ensure timely communication of targets and plans at all relevant levels
* Develop efficient route coverage plan for dispatches
* Provide strategic inputs for “Regional Commercial Plans”
* Manage Sales Team: Recruitment, optimum human resource utilization and people development
* Ensure timely and efficient execution of the SOP
* Uphold corporate integrity and values
* Ensuring the Awareness and deployment of Consumer Promotions and Trade Offers in market
* Ensuring the Availability & Visibility of Brands & SKU’s at all channels.(Retail, Wholesale, LMT and IMT)
* Leading merchandising and brand activation activities through Merchandisers and BAs
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| **TRANING SESSIONS** |
| * Classification of Market Channels
* Perfect Store
* Filed Capability Score
* Perfect Call Procedure
* [Competition and Antitrust Law - Cartels and Dealing with Competitors](https://www.bakermckenzie.link/en/Paywall/E-Learning/ChaptersMain?elearningid=8E5DFFB421DF425B832E217D6735F243)
* [Competition and Antitrust Law - Distribution, Market and Investigations](https://www.bakermckenzie.link/en/Paywall/E-Learning/ChaptersMain?elearningid=E784E847C7E542668E8B6BA8FF2818B1)
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| **ADDITIONAL SKILLS** |
| * Microsoft Office
* Have sufficient working experience on Google Map
* Sufficient knowledge of Adobe Photo shop and Illustrator
* Sufficient Accounting and Costing Knowledge
* Sound communication & interpersonal skills.
* Coaching & People Management
* Conflict Resolution Skills
* Time Management
* Adaptability
* Presentation Skills
* Fair team player
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| **LANGUAGES** |
| * English, Urdu, Punjabi, Saraiki, and understanding of all local languages in Punjab
 |
| **REFERENCES** |
| Will be provided if required. |