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| **C:\Users\lenovo\Desktop\WhatsApp Image 2022-10-02 at 20.03.53.jpeg**  **Muhammad Abdurrahman**  Abdurrahman.muhammad@gmail.com  Date of Birth :  Aug 05, 1982  Domicile :  Faisalabad, Punjab, Pakistan  N.I.C:  33100-0730828-9  Present 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.COM  Matriculation | Preston University  Punjab University  BISE (FSD)  BISE (FSD) | 2010  2003  2000  1997 |
| **AREA OF INTEREST** | | |
| * Sales and Marketing * Business Development | | |
| **WORKING EXPERIENCE** | | |
| **Concessionaire Manager**  Diamond Distribution Mianwali  A concessionaire of Unilever (Walls)  From March 2020 –To-Date  **Sales Supervisor (OOH)**  Hassan Traders Faisalabad  A Distributor of Unilever Pakistan  From August 2019 –March 2020  **Area Sales Manager**  PAN Industries (PVT) Ltd.  Faisalabad Zone  From 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 Distributors  A concessionaire of Unilever (Walls)  From May 2012 – Oct.2013  **Distributor Sales Representative**  Muller and Phipps Pvt. Ltd  A Distributor of Unilever Pakistan  From 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 | | |
| **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) | | |
| **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 | | |
| **LANGUAGES** | | |
| * English, Urdu, Punjabi, Saraiki, and understanding of all local languages in Punjab | | |
| **REFERENCES** | | |
| Will be provided if required. | | |