

# SAAD CHEEMA



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Faisalabad  
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**Objective:** Pursue my career in a competitive environment where I can apply my knowledge to the best of my abilities. I am confident of my abilities supplemented by my academic background and work experience to contribute towards organizational goals.

## **Work Experience:**

**Area Sales Manager (Jan 2022 to June 2022)**

**Peridot Products (PVT) LTD**

**Responsibilities:**

- Monitor Area sales activities and Target allocation.
- Identify New Areas for Business Development.
- Implement Trade Promotions by tracking, publishing
- Develop and Increase Sales Revenue to meet Targets.
- Sales Planning and Forecasting at distributor level keeping in view brand contribution, history and market potential.
- Monitoring SKU wise Sales and Productivity to monitor sale team performance to ensure SKU Wise target achievement & Growth.
- Develop relationship in trade in order to help customer in market and Sale.
- Ensure the Company Brand Visibility through effective utilization of POS and Merchandising drives which add values in to business.
- Responsible for team building and development to meet and deal with challenges in the market Place.

**Sales Manager (Dec-18 to Dec-21)**

**JIA Beverages Mirpur (AJK)**

**Responsibilities:**

- Monitor Area sales activities and Target allocation.
- Identify New Areas for Business Development.
- Implement Trade Promotions by tracking, publishing
- Develop and Increase Sales Revenue to meet Targets.
- Sales Planning and Forecasting at distributor level keeping in view brand contribution, history and market potential.
- Monitoring SKU wise Sales and Productivity to monitor sale team performance to ensure SKU Wise target achievement & Growth.
- Develop relationship in trade in order to help customer in market and Sale.
- Ensure the Company Brand Visibility through effective utilization of POS and Merchandising drives which add values in to business.
- Responsible for team building and development to meet and deal with challenges in the market Place.

**Area Sales Manager (Dec-16 to Oct-18)**

**Six B Foods Lahore**

**Responsibilities:**

- Monitor Area sales activities and Target allocation.
- Identify New Areas for Business Development.
- Implement Trade Promotions by tracking, publishing
- Develop and Increase Sales Revenue to meet Targets.
- Sales Planning and Forecasting at distributor level keeping in view brand contribution, history and market potential.
- Monitoring SKU wise Sales and Productivity to monitor sale team performance to ensure SKU Wise target achievement & Growth.
- Develop relationship in trade in order to help customer in market and Sale.
- Ensure the Company Brand Visibility through effective utilization of POS and Merchandising drives which add values in to business.
- Responsible for team building and development to meet and deal with challenges in the market Place.

**Senior Sales Officer (Feb-11 to Nov-16)**

**Gourmet Five Star Foods**

**Responsibilities:**

- Day Start and day end meeting with sales team.
- Meeting with Distributor for Payments and their out standings against company.
- Make market visits to check availability of stock.
- Focus on Primary and Secondary Sales targets.
- Ensure the monthly target on RPD basis.
- Manage the Claims of Retailers and Distributors.
- Maintained the required stock at Distribution as per company requirement.
- Conversion of non-buyers into buyers and good relation with existing customers.

### **Professional Certification & Academic Education**

**MBA                      2010**  
Riphah International University Islamabad

**B.COM                    2008**  
Punjab University

**I.COM                    2006**  
Board of Intermediate & Secondary Education Faisalabad

**Matriculation        2004**  
Board of Intermediate & Secondary Education Faisalabad

### **Computer Skills and Other Abilities**

- Work on Microsoft Word , Power Point , Excel, ERP
- Diploma in Computerized Accounting (Peach Tree)
- Internship at Bank of Punjab

### **References**

Will be furnished on Demand.