

# Ali Meer Contact

Dubai UAE

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## VISA STATUS

Cancel visa

Passport #DK099801

Birthday 24-09-1992

## OBJECTIVE

To accept a challenging position in a competitive environment that will provide me an opportunity to apply and enhance my knowledge and skills. Seeking a position in **Field industry of Sales FMCG, Retail & Horeca, marketing, operations, management supervising, Aviation, cabin crew, Customer services and hospitality department** where extensive experience will be further developed and utilized

## WORK EXPERIENCE

### Jaleel Food services

#### Sales specialist, Business Development (Food Services Supervisor Horeca)

Worked with Jaleel food services as a sales specialist on different brands in the territory of UAE.  
Develop the business & increase the sale by adding new customers,



### LA MARQUISE INTERNATIONAL

Jan 2021 to Aug 2022

One of the leading distributor companies in Professional Equipment, F&B, Products and Ingredients for Pastry, Bakery and Gelato in the UAE.

#### Sales, Marketing business development and Customer Support services

After working in retail want to get some experience in HORECA. Working in La marquise international with different international brands of F&B products as well as coffee equipment and Gelateria dealing with all types of hotels, groups, companies, restaurants, cafés, offices and lounges in the territory of DUBAI.

Working on given territory and develop a new business to find new opportunities and customers B2B, B2C and customer services

Prepare schedule for samples & demos and follow up on it on phone call

Developing opportunities for existing clients in terms of increasing SKUs

Follow up with old customers and giving them new products and recipes of drinks and etc.

Meeting with buyers and procurement managers of hotels for brand presentation demos and getting business

Focus on increasing the sales and supervise the sales process by follow up on orders, LPO's and deliveries sales report Making daily and weekly plan and achieve the target as per daily MTD

**Working with key clients like TALABAT (DELIVERY HEROES) as well Dubai Expo 2020 pavilions Food supplier**

**Farm Fresh LLC UAE (GMG Group) Distributor Shan, McCain, Emborg, Aashirvad**  
**Jan 2020 to Dec 2020**



Established in 1977 by the visionary Mr. Abdul Aziz Al Baker and backed by a massive group GMG, Farm Fresh is one of the oldest food companies in UAE. It had expansion plans in branded food distribution business.

**Key Account executive**

Handling Key Accounts, Strategic accounts Such as Carrefour, Lulu, Spinneys, T Choitrans, Al Maya, Safeer, Nesto , Spar(AUH COOPS) & Aswaq Rak (national Markets of Rak) in Northern Emirates

**Work and Responsibilities**

- Focus on increasing the sales and supervise the sales process by follow up on orders, LPO's and deliveries Implement and execute all sales objectives and action plans to reach and exceed targets and distribution set Ensure proper implementation of sales campaigns / promotional activities
- Ensure payment of receivables in a timely from allocated outlets
- Responsible for products price increasing in chain of hypermarkets as per the instruction from the management
- Responsible to give extra proposals (PAF) from company to the markets to increase the business and distribution
- Make sure the availability and visibility of our all SKU's in order to avoid out of stock situation in the outlets.
- Ensuring availability of the product at the designated territory and monitoring its movement to avoid expiries
- Increase the products market share on the particular categories.
- Build and maintain effective customer relationships in order to build strong loyalty.
- Providing best services to the customer by giving deliveries on time and response their enquiry at the same time.
- Researching and recommending new opportunities and participating in their promotional events by providing promotions
- Provide market feedback to the Sales Manager regarding movement of Sku's Responsible for opening and renewal of rental agreements
- Sending daily Sales Report and achievements by brand and customer to sales managers
- Daily Report to manager

**Mai Dubai LLC**

**September 2017 October 2019**



**Sales Executive, Van sales (Merchandiser)**

Very proud to be the part of this daring venture projected by DEWA to launch Mai Dubai bottled water

**Work and Responsibilities**

- Responsible for sales and distribution in the assigned territory
- Merchandising Display all SKUs with Pallanograme and rotating the stock to reduce expiry (FIFO) Insuring brand Distribution, Coverage and Visibility
- Merchandising of Rental Pallets Shelves Spaces and coolers maintaining it 100% Integrity. Negotiation for footage, gondolas, podiums, etc.
- Introduce new products with customers
- Sales target achievement and making daily, weekly, monthly sales and merchandiser report Responsible for collection
- Keeping good relation with the customer
- Follow up and feedback from the market (Competitors activities)

### Market Knowledge:

Retail chain like MAF Carrefour, EMKE LULU GROUP, T CHOITRAMS, SPINNEYS, RAK COOPS, ASWAQ RAK, RAMEZ GROUP, SAJIDHA GROUP, SAFEER GROUP, NESTO GROUP, KERALA, GULF HYPER AL HOOTH GROUP RAK AND TRADITIONAL TRADE (Groceries and supermarkets in Rak and northern emirates)



### TRANSMED (P&G) TRANSGUARD EMIATES GROUP

Sales executive (Merchandiser)

Work in Hypermarkets and supermarkets like Carrefour, Lulu, spinney's and other Markets in All UAE work in Lulu Hyper Rak Mall Ras al Kamiah UAE Handle All Products of Transmed (P&G) Both Promotion Normal Beauty, Base & Food



### Key Responsibilities

Ensure the Transmed products are shelved with the right visibility of SOS (share of shelves) and Pallanogramme Successfully implements and executes the Monthly Initiatives in store on Time as per the plans deployed by the Managers Ensure 100% Availability of all Brands and SKUs Secure the receivables Checks from the store and Deposit in to office

### PEPSICOLA (Lahore Pakistan) March 2011 — FEBRUARY 2014)

**Sales Man, Accountant, Key Punch Operator**

(ORACLE) Manage sales accounts o

Oracle Based VPN Client DSS Software ensures all the sales of each outlet and updates it

Daily by daily Making Vouchers Free Sampling Of outlets Route vise

Handle the Cash from sales man and Distributors Accounts Closing the month on time

#### Sales Man

Deals Main Key Accounts Territory of Lahore Pakistan Daily Bases MTD

Target Achieving Ensure 100% Availability on Daily Planned Outlets

Ensure All SKU Availability in Every Outlet Achieve Targets

Control and maintain the Cash and coordination's function of Logistics and Accounts

Maintain Pallanogramme on Pepsi Vise Coolers & Freezers

Excellent Relations with all Customers & Management



### PEPSICO FRITOLAY PAKISTAN

JANUARY 2008 MARCH 2011

**Merchandiser, DSR, SALES MEN, KPO VAN SALESMAN**

Started Work as Merchandiser, then promoted to Sales

Order Maker wholesale / Retail / Key accounts

Worked successfully on special extrude (kurkure,

Cheetos, cravys wavy) sales project Prepare monthly & weekly targets

Ensure targets for coverage, volume, distribution & merchandising Manage All Key Accounts Government Bakers Butt Sweets & shezan bakers

Maintain Pallanogramme on all Key Accounts

Launch new Product Of Lays (PepsiCo) Wavy in Lahore Pakistan. Worked in areas (Gulshan E Ravi Special work on Lahore famous Bus Stands Niazi bus terminal City bus terminal)

## IT QUALIFICATIONS

Microsoft Office

ORACLE

VPN CLIENT

Cisco based accounts data entry

## EDUCATION

F.A (Arts)

B.A (Arts)

University Of Punjab Pakistan

**Student Of ACCA**

## Driving Status



UAE Driving License Holder (Manual Automatic till 2025)

LTV License Holder from Govt. of Pakistan

## Knowledge and Skills

- **Barista and mixologist F&B Division**
- **Customer services**
- Good knowledge of **UAE Locations**
- Disciplined, Structured and Organized work in any field of hospitality administration customer care & operations
- Problem solving Skills
- Capable to work across anywhere in Organization and externally by productive and excellent working
- Good knowledge of **English & Arabic** written and speaking
- Excellent use of ORACLE VPN client based Software
- Excellent use of Microsoft Office, Excel, and PowerPoint, Excellent Communication skills
- Good Knowledge of IT (software & Hardware)

## Hobbies

Travelling, Long Driving, Reading, modifying cars

***"Looking for an opportunity where I can grow up my future life"***

