



# M.MUHUSIN MOHAMED AFLAM

## Sales Executive

### OBJECTIVE

To employ my knowledge of market trends and industry best practices to develop effective strategies for business growth.

### EXPERIENCE

#### BUSINESS DEVELOPMENT MANAGER

OPEN Locks bathware, Sri Lanka.

2023-present

- Develop a growth strategy focused both on financial gain and customer satisfaction
- Conduct research to identify new markets and customer needs
- Arrange business meetings with prospective clients
- Promote the company's products/services addressing or predicting clients' objectives
- Prepare sales contracts ensuring adherence to law-established rules and guidelines

#### SALES EXECUTIVE

Whale Trading Co. Dammam, Saudi Arabia

2022-2023

Sea food company fisheries

Unity Holding Steel (Pvt.) Ltd Warakapola, Sri Lanka.

2011-2014

- Conduct market research to identify selling possibilities and evaluate customer needs
- Actively seek out new sales opportunities through cold calling, networking and social media
- Set up meetings with potential clients and listen to their wishes and concerns
- Prepare and deliver appropriate presentations on products and services
- Create frequent reviews and reports with sales and financial data
- Ensure the availability of stock for sales and demonstrations

#### SALES MANAGER

Unity Holding Steel (Pvt.) Ltd Warakapola, Sri Lanka.

2019-2021

- Conduct market research to identify selling possibilities and evaluate customer needs
- Actively seek out new sales opportunities through cold calling, networking and social media
- Set up meetings with potential clients and listen to their wishes and concerns
- Prepare and deliver appropriate presentations on products and services
- Create frequent reviews and reports with sales and financial data
- Ensure the availability of stock for sales and demonstrations

#### AREA SALES MANAGER

Unity Holding Steel (Pvt.) Ltd Warakapola, Sri Lanka.

2015-2018

- Managing, training, and providing overall guidance to the sales team of an assigned territory.
- Setting reasonable sales targets to be achieved by the sales team.
- Monitoring the performance of the sales team and motivating members to meet or exceed sales targets.
- Collecting customer feedback and providing updates to senior management.

### PERSONAL DETAILS

- Full name Mohamed muhusin Mohamed aflam
- Date of birth 1983.01.24
- Gender Male
- Civil status Married
- Nationality Srilankan

### CONTACT



#### Address

SBK Building , Deira,Dubai



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### SKILLS

#### HARD & SOFT SKILL

- **Communication.** Communication skills in business management are key.
- **Management & Leadership.**
- **Financial Intelligence.**
- **Information Technology.**
- **Critical Thinking & Problem-Solving.**
- **Creativity and Innovation.**
- **Forward planning and strategic thinking.**
- **Problem solving and decision-making.**
- **Commercial awareness.**
- **Mentoring.**
- **Hiring and recruiting**
- **Sales planning**

## TECHNICAL SKILLS

- Word Processing Skills
- Spreadsheet Skills
- Database Management Skills
- Electronic Presentation Skills
- Internet Navigation Skills
- Email Management Skills
- Networking Skills
- Touch Typing
- File Management & Windows Explorer Skills
- WebCT or Blackboard Teaching Skills
- Videoconferencing skills

## LANGUAGES

ENGLISH

SINHALA

ARABIC

TAMIL

MALAYALAM

### SALES SUPERVISOR

Land Mark Group, Baby shop Dubai, UAE.

2011-2013

- Supervise the activities of the sales team including marketing activities like product activations.
- Assist the line manager to recruit, training, enumerating, and retaining a competent sales team.
- Provide reports to top management like sales reports, lead generation reports, customer complaints reports, and new customers' on-boarded reports

### MERCHANDISER

Land Mark Group, Baby shop Dubai, UAE.

2013-2014

- Plan and develop merchandising strategies that balance customers' expectations and company's objectives
- Analyse sales figures, customers reactions and market trends to anticipate product needs and plan product ranges/stock
- Collaborate with buyers, suppliers, distributors and analysts to negotiate prices, quantities and time-scales

## PROFESSIONAL QUALIFICATIONS

**Successfully Completed Diploma in Sales ND Marketing**  
OCBT Campus IN Sri Lanka

**Successfully Completed Course in English**  
British Council in Sri Lanka

**Kingdom of Saudi Arabia Driving License Holder 2022**

## ACHIEVEMENT

**Best target achievement** **2014**  
Unity Holding Steel (Pvt)Ltd

**Best moral character** **2014**  
Unity Holding Steel (Pvt)Ltd

## REFERENCES

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I do hereby declare that the above particulars provided by me are true  
and accurate to the best of my knowledge

**M.MUHUSIN MOHAMED AFLAM**