

Farhan Khan

Filed Operations Manager (Consumer Division GT & LMT Business)

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EXPERIENCE

Filed Operations Manager (GT & LMT Business)

Muller and Phipps Pakistan

📅 04/2023 📍 Karachi, Pakistan

- Recommend service and product enhancement to improve the sales potential and customer satisfaction.
- Effectively managing and driving the sales cycle from prospection through to successful closure.
- Ensure the delivery of targets through individual recognition performance review and people management.
- Determine the company's gross-profit and annual unit plans by analyzing trends and results and implementing marketing strategies.
- Meet with customers to discuss their evolving needs, to assess the quality of the company's relationship with them and mutually driving business objectives to get a better position in negotiating for the agreement and business development plans.
- Present the product or service favorably and in a structured professional way face-to-face.
- Monitoring category and brands performance against market, evaluating the effectiveness of promotions, activities, and takes corrective action, as needed to ensure achievement of business goals.
- Be active and flexible to manage, adapt and revise the customer's plans under unexpected business circumstance. Positively contribute to team effort by accomplishing related results.
- Identify potential markets, sales channels, competition and propose effective sales strategy plan for account expansion & development to achieve monthly and quarterly sales targets & KPIs.
- Managing all sales channels, (General Trade & Modern Trade) and ensure daily operations functioning well.
- Positively contribute to team effort by accomplishing related results.
- Build long term, productive relationship with existing and new customers.
- Play a central role in steering Key Account Management in coordination with respective distributor's management; with aim to continuously improve share of shelf vs. competitors and to amplify impact of product visibility on consumers. Company products being Impulse products - it becomes imperative to place company products on checkouts, in category, and occasionally in selective out of category.

Skills Highlights

Over 16 year of Experience. Strong knowledge of Sales Operations & Distribution functions. Excellent organizational skills and attention to detail. Excellent verbal and written communication

Summary

A challenging and rewarding Distribution Operations & Sales Management position where I enhance my working capacities, professional skills, business efficiency and to serve my organization in best possible way with determination and commitment.

Education

Graduate (B.COM)

[Karachi University](#)

📅 2001 - 2003 📍 Karachi, Pakistan

Senior Executive Sales and Distribution

Muller and Phipps Pakistan

📅 03/2007 – 03/2022 📍 Karachi, Pakistan

Distribution & Inventory Management

- Managing long-term plans and short-term goals for the distribution function.
- Managing distribution activities among various departments and divisions; resolve issues; provide guidance to prioritize needs.
- Develop and monitor schedules; review status reports; investigate problems; develop solutions.
- Managing CPD inventory at 62 branches & 110 Sub-Distributors all over Pakistan efficiently to support the achievement of sales objectives for company.
- Establish effective record keeping policies and procedures; establish and maintain standards to ensure accurate order entry, shipment tracking, and timely delivery of management plans for key customers and distributors.
- Plan work roles, assign tasks appropriately and appraise results
- Identify customer problems; develop solutions; evaluate quality of work throughout the fulfillment, shipping and receiving process; establish productivity standards.
- Develop inventory quality and accuracy assurance program; develop stock location and order picking strategies to optimize workflow, space and productivity.

Sales Management

- Assisting management in the development and evaluation of Sales forecast and sales budget.
- Monitor Sales KPI's of each sales person, identify the weakness, and discuss with respective manager to overcome the loss of sales.
- Monitoring sales trends and records and evaluate performance calculated against sales quotas.
- Evaluate the situation of the current period, prepare the sales forecasts of each principal, and discuss with NSM Sales. Analyzing sales as well as performance records and interpreting outcomes of overall sales.
- Developing reporting structure and models that identify costs per unit and determine baseline for action.

Warehouse Management

- Maintain standards of health and safety, hygiene and security in the work environment, for ensuring that stock are stored safely.
- Where appropriate, oversee the maintenance and operation of warehouse management systems and automated storage and retrieval systems.
- Ensure that the warehouse operates at peak efficiency — with customer satisfaction the primary goal — by supervising, organizing, and training warehouse employees and establishing, monitoring, and managing operational goals.
- Inspect equipment, tools, and machinery regularly, and oversee general maintenance when necessary
- Oversee and manage logistics for transporting products to customers and company facilities, communicating with drivers and air partners to ensure efficient delivery of packages.
- Maintain standards of health and safety, hygiene and security in the work environment, for example, ensuring that stock such as chemicals and food are stored safely.
- Coordinate the use of automated and computerized systems where necessary. Respond to and deal with customer communication by email and telephone.
- Keep stock control systems up to date and make sure inventories are accurate.
- Plan future capacity requirements. Produce regular reports and statistics on a daily, weekly and monthly basis.