

## FASALU RAHIM

Marketing in Charge | Market Expansion | Relationship management

[fasalwahab@gmail.com](mailto:fasalwahab@gmail.com) | <https://www.linkedin.com/in/fasalu-rahim-542b7b3a> | 056 494 4259

### PROFESSIONAL SUMMARY

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A true hands-on sales professional with extensive FMCG exposure and a special emphasis on FMCG understanding of sales process. Experience in developing & implementing growth strategies for the markets, underscored by a track record of increasing sales volume & market penetration. Good communication skills and productive interaction with individuals at all levels with immense creative and organizational skills.

### EXPERIENCE

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#### Marketing in Charge

Noor Al Yathrib Trading , Dubai (Sole distributor of Espania Saffron in UAE)

12/2017 - present

- Spearheaded market expansion by acquiring new accounts resulting in increase in regional sales volume.
- Negotiated and secured pricing agreements with key distributors, aligning with corporate policies and maintaining list price integrity
- Implemented a strategic sales plan that boosted client retention rates.
- Maintained excellent client relationship to gain maximum benefits and profit.

#### Branch In Charge

Fathima Group of Companies (Frozen Foods), Al-Ain, UAE

02/2003 – 02/2014

- Proven track record of driving sales growth, enhancing customer satisfaction, and leading high-performing teams.
- Skilled in developing strategic plans that drive business development and customer retention.
- Ensured all branch activities adhere to regulatory requirements and internal policies.
- Ability to monitor market trends and possible threats including identification of opportunities and suggesting remedial measures of management.
- Sell new concepts and create establishment awareness of F.M.C.G related products.
- Obtained and correlated customer feedback to assist with production planning, market analysis and product development. Provided technical support to customers.

#### Office Administrative

Fathima Group of Companies, Abu Dhabi, UAE

07/1996 – 01/2003

- Experience in managing day-to-day operations and streamlining administrative processes.
- Strong background in customer service and administrative support.
- Proven track record of implementing process improvements and reducing operational costs.
- Excellent interpersonal skills and a knack for fostering a collaborative work environment.

## **EDUCATION**

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### **Bachelor of Science in Physics**

Calicut University

1995, Kerala

## **SKILLS**

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- MS Office Suit
- ERP system management
- Diploma in Computer Application
- Sales strategy
- Market analysis
- Sales Forecasting and Sales Budgeting
- Customer relationship management
- Credit Controls and Cash Flow Monitoring
- Handling PRO works, Municipality & Departmental jobs
- Problem Solving
- Leadership
- Communication
- Holder of valid UAE driving license

## **LANGUAGES**

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- English
- Arabic
- Hindi
- Malayalam