



FOBIYAN FAROOQ

Date of birth: 01/02/1997

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CONTACT



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ABOUT ME

Key Account Executive - Modern Trade S&D at National
Food Products Company | NFPC Group

WORK EXPERIENCE

01/11/2022 – CURRENT ABU DHABI , United Arab Emirates

● **KEY ACCOUNTS EXECUTIVE** National food products company

- The role of ownership for design, development, and delivery of direct sales across channels/customers in modern trade, high frequency stores for 70+ SKU's with LACNOR JUICE as NO.1 Brand in the UAE, Melco, Lacnor Flavor Milk, Lacnor 1-ltr UHT Milk, Oasis, and Blu Water items as power SKU's. By leveraging the initiative master plan for all trade channels and shoppers touch points, which includes all commercial aspects of the business (portfolio, packaging, pricing, promotion, placement, budget management, sales fundamentals, merchandizing, margins & distribution).
- Accountable for delivering revenue and volume target for key account channels by focusing on sales driven (distribution, visibility, pricing, merchandising/ promotion) Accountable for forecasting customer demand.
- Managed large regional supermarket chains in Abu Dhabi
- Delivering monthly/yearly business commitments for sales in terms of volume and value
- Serviced the customer and developed collaborative relationships at all levels including top management.
- Activated local and national marketplace initiatives and promotions to build brand development and maximize brand performance.
- Present proposal and negotiated price, terms and conditions with customers.
- Analyze business trend and develop business growth strategy/ market share in the store.
- Maximize volume and revenue in the assigned account by utilizing fact base sales method.
- Plan customer's business on an annual/ quarterly/ monthly basis.
- Deliver exceptional account service to strengthen customer loyalty.
- Develop and execute annual sales plan and strategies.
- Monitoring market conditions, product innovation and competitor activity, and adjust account sales approach to address latest market development.

Address Abu Dhabi , Al MAQTA ABU DHABI , 00000, ABU DHABI , United Arab Emirates

20/06/2020 – 29/10/2022 Al Maqta Abu Dhabi , United Arab Emirates

● **SENIOR BUSINESS DEVELOPMENT EXECUTIVE** National Food products company

- To achieve individual Sales by category/brand.
- To implement and report of 4P objectives for the set of outlets / Accounts.
- To ensure timely collection of customers outstanding as per the receivable customer ageing report.
- To ensure reconciliation of customers' accounts with support of receivable supervisors.
- To implement the 4P objectives in the BDA agreement.
- To Communicate to the customer on NPD initiative, Monthly promotions, Price changes.
- To follow up with Merchandisers as per route plans.
- Competitor Activity Reporting.
- To ensure proper service levels by coordinating with logistics, supply chain and customerservice for timely delivery of goods to the customer.
- Business development by exploring new markets in search of new customers.
- Conducting market survey along with area sale manager on monthly basis.
- To negotiate and agree on store level primary/ secondary displays within the planned budget.
- To negotiate and agree on store level smaller account NPD listing within the planned budget and set deadline.

04/10/2018 – 30/05/2020 Al qouz Dubai , United Arab Emirates

BUSINESS DEVELOPMENT EXECUTIVE Al shalal water company

Business development executives are responsible for finding and retaining clients, encouraging extant clients to purchase added products or features, and remaining abreast of changes in consumption. You will also be required to build capacity in staff through regular training and mentorship. Business executives are in charge of their organization. They create and review goals for the company. They work closely with a team of upper-level staff or assistants to achieve company goals. They meet with the managers of all the departments and get progress reports. Developing and executing sales plans to meet and exceed monthly and quarterly sales goals Growing business through the development of new leads and new contacts Identifying new revenue opportunities Building business relationships with current and potential clients Attending networking events to attract and retain clients Developing and executing sales and marketing strategies to grow business Maintaining and updating sales, marketing and business development documentation Assisting with marketing and promotional projects Collaborating with management on sales goals Support the team with other responsibilities as required

12/02/2016 – 08/04/2018 India kashmir , India

SALES TEAM LEADER Britannia

Sales Team Leaders provide guidance and leadership to sales employees. Common work activities listed on Sales Team Leaders resumes are recruiting staff, training new employees, assigning tasks, setting sales targets, and taking disciplinary action when needed. Sales performance monitoring is another responsibility of these professionals. Essential qualifications for the job include sales experience, managerial experience, supervisory skills, excellent communication and interpersonal abilities, and computer competencies. The most successful resume samples display a Bachelor's Degree in a relevant field, like marketing or business Assist Managers in Sales Strategy Development. ... Keep Informed of New Products and Services. ... Recruit, Train, and Coach the Sales Team. ... Delegate Tasks and Set Deadlines. ... Set Sales Targets and Motivate Sales Team. ... Prepare Sales Reports Creating an inspiring team environment with an open communication culture Setting clear team goals Delegating tasks and set deadlines for your internal team

05/07/2014 – 13/01/2016 Kashmir Srinagar , India

SALES EXECUTIVE Telecommunication Airtel

Assisting in resolving customer complaints/disputes. Providing information to customers. Monitoring sales performance. Closing sales deals. Calling existing and potential customers to persuade them to purchase company products and services. Accurately recording details of customers' purchase orders. Processing all customer purchases accordingly. Generating promising leads for the outside sales team to pursue. Keeping a record of calls and relevant details. Updating customer details

EDUCATION AND TRAINING

01/03/2015 – 12/11/2018 Kashmir Srinagar , India

Bachelor of commerce GHANDHI MEMORIAL COLLEGE

LANGUAGE SKILLS

MOTHER TONGUE(S): Kashmiri

Other language(s):

Hindi

Listening C2

Reading C2

Writing C2

Spoken production C2

Spoken interaction C2

Urdu

Listening C2

Reading C2

Writing C2

Spoken production C2

Spoken interaction C2

English

Listening C2

Reading C2

Writing C2

Spoken production C2

Spoken interaction C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Word, Excel, Power point intermediate knowledge