



MUHAMMATH HASEN

Assistant Sales Manager

About Me

I am an enthusiastic and dedicated professional with extensive experience across all (**General Trade Or Modern Trade**). Assistant Sales Manager. An exceptional leader who is able to develop and motivate others to achieve targets.



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Al Raffa, Bur Dubai.

LANGUAGE

- English
- Hindi
- Urdu
- Tamil

EXPERTISE

- Management Skills
- Customer Relationship
- Leadership
- General Trade
- Modern Trade
- Sales Distribution
- High end Marketing
- Product Expertise
- Negotiating

EXPERIENCE

Deem Finance LLC | 2023 - Present
Sales Officer

RELIANCE RETAIL PVT LTD (Food Product)
July 2022 - May 2023
Assistant Sales Manager

RESPONSIBILITIES, WORKS FOR SALES

- * Sales Planning and Execution
- * Building Robust Distributor Infrastructure
- * Driving Quantity, Quality of Coverage and Pop Execution
- * Managing Customer Distributor
- * Building and Developing Team

SALES, PLANNING AND EXECUTION

- * Firm up sales plans for the month, quarter annum with RSM Head of sales
- * Ensuring right forecasting volume value build up monthly number and clarity on TM input.
- * Communicating and aligning the plans with sales team
- * Tracking and monitoring of sales plans on daily, weekly
- * Monitoring promo effectiveness on the SKU brand (both customer trade promo)

HERITAGE FOODS PVT LTD

Sep 2019 - June 2022

Senior Sales Officer (TEAM LEADER)

JOB RESPONSIBILITIES

- *Handel the Modern Trade
- *I Responsibility for, Primary and Team Handling
- *Coordinating with Modern Tradeto improve sales
- *Providing in shops to supporting Modern Trade
- *Improve the outlets for MT
- *Gross target achievement month on month
- *Directing Modern to improve Handset sales

Eastern Condiments PVT LTD

Mar 2017- Aug 2019

Sales Executive

JOB RESPONSIBILITIES

- * Maintaining GT records
- * Coordinating with GT improve sales
- * Providing in shops to supporting GT
- * I Responsibility Secondary and Primary
- * Directing GT to improve handsets and activation
- * Credit reduced to cash and carry

HERITAGE FOODS PVT LTD

Oct 2015 - Feb 2017

Sales Executive

EDUCATION

Tamil Nadu University, Chennai

Bachelor of Business Administration
2011-2015

Alagappa University, Chennai

MBA - Retail Marketing Management
2019-2022

SKILLS SUMMARY

- MS Office
- Excel Reporting
- Pivot Table
- Effective Communication
- Data Analysis
- Following Up
- Active Listening