

CURRICULUM VITAE

Mohammed Aslam

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Visa status : Visit Visa.

Executive Summary:

Goal-driven, customer-focused sales/account management professional with around 16 years' experience in the FMCG industry demonstrating consistent achievement of sales objectives and branding in the UAE market.

Expertise in C class retail outlets expansion. Team player, flexible in approach with excellent organizational and inter-personal skills. Multi-lingual (fluent in English, and Urdu/Hindi). Ability to build strong client relations with focus on increasing market share and competitive positioning of own brands. In-depth understanding of FMCG products in the local market.

Education:

- ❖ Graduate in Bcom from Mumbai University year 2000.
- ❖ High School Diploma from Fr. Agnel School – Mumbai.

Advanced Skills:

- ❖ Computer literate with MS Office on Word, Excel, Power Point, IE, Outlook, etc.
- ❖ Fluent in English, Urdu and Hindi.
- ❖ Practical and training oriented knowledge and understanding of major household brand names.
- ❖ Knowledge of local and international distributors and principal companies in the region.
- ❖ Proficient in deploying efficiently effective eye-level and promotional displays across all types of outlets.

Employment History:

- **Ola Fleet Technologies Pvt. Ltd** – Sept 2021 to July 2024.(Mumbai.)
Brand champion. (Car Reseller)
 - Achieving the given targets.
 - Giving test drives to customer and ensure booking.
 - Understanding the customers requirement and then giving them the best option available.
 - Maintaining good relation with the customers.
 - Making new strategies to achieve beyond target.
 - Reporting to area manager.

➤ **Pure Ice Cream Co. LLC** - June 2014 to April 2020 (UAE) .

Sales Supervisor.

- Reporting to National Sales Manager.
- Handled areas of Dubai, Sharjah and Northern Emirates 'C' Class Groceries and HORECA.
- Developing Good Will and achieving the given targets.
- Making sure all the routes are achieving the given targets set by the company.
- Review sales & inventory reports of each account for Management.
- Manage Brand Display and shelf placements of each brand line.
- Handle all escalated customer's problems eliminating 'root' problems.
- Negotiate shelf spacing within each outlet and manage brand's market share.
- Yearly achievement of 5% to 8% growth in ice cream and 15% to 20% growth in frozen food category and 150 new customers.

➤ **Pure Ice Cream co. LLC** - September 2013 to May 2014 (UAE).

Business Development Executive.

- Reporting to GM.
- Opening new outlets in all emirates for C class stores, B class stores, and HORECA. Negotiate shelf spacing within each outlet and manage brand's market share to better reach targeted customers.
- Coordinating with the team from freezer placement to billing by salesman of respected areas.
- Maintaining good relationship with all the customers.
- Manage Brand Display and shelf placements of each brand line.
- Added 100 new customers.

➤ **National Trading & Developing Est** - March 2012 to June 2013 (UAE).

VSR (Van Sales Representative).

- Reporting to Sales Supervisor.
- Handled 'C' Class Groceries in Dubai area.
- Developing Good Will in the market and achieve the given target on monthly basis.
- Review sales & inventory reports of each account for Management.
- Manage Brand Display and shelf placements of each brand line.
- Maintained a yearly 9% growth.

➤ **Transmed Overseas** – June 2008 to August 2011 (UAE).

VSR (Account Representative) .

- Reporting to Sales Supervisor.
- Handle key accounts in Dubai which included 'C' Class Groceries.
- Review sales & inventory reports of each account for Management.
- Manage Brand Display and shelf placements of each brand line.
- Handle all escalated customer's problems eliminating 'root' problems.
- Negotiate shelf spacing within each outlet and manage brand's market share to better reach targeted customers.
- Maintained a growth of 10% pa.

➤ **Transmed Overseas** – March 2004 to May 2008 (UAE).

Merchandiser.

- Reported to Account Executive and help managing a team of 3 Merchandisers. · Handled large account base in Dubai which included 'A' Class Super Market Chains. · Implementing Executive Management Strategies.
- Manage Brand Display and shelf placements of each brand line.
- Handled all escalated customer's problems eliminating 'root' problems.
- Negotiate shelf spacing within each outlet and manage brand's market share to better reach targeted customers.

➤ **BPL Mobile Company** – December 2000 to January 2004 (INDIA) .

Sales Executive.

- Reporting to Managing Partner I looked after sales in Western and Central Mumbai.
- Handled major deals for high volume supplies.
- Ensure quality of service, delivery and customer satisfaction.
- Manage all escalated client problems.
- Deploy, supervise and monitor logistics and post sales team performance.
- Develop business with existing and new channel partners.
- Sales meetings, negotiations and closing activities.
- Achieved sales targets throughout the tenure.

➤ **Zest** – April 1998 to Nov 2000 (INDIA).

Sales Administrator

- Managed incoming calls and customer service.
- Tackled customer complaints and issues.
- Managed the files by keeping them up to date.
- Managed membership renewals.
- Managed maintenance of machines.
- Supervising staff.
- Achieved sales by winning new members.
- Instructed members and guided them during sports activities.

Other Information:

UAE / Indian Driving License.

Marital Status – Married.

References will be made available upon request.