

MUHAMMAD FAWZY

SALES - FMCG
(OT - FS - TT)

CONTACT

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- Dubai , UAE

SKILLS

- Business acumen
- Coaching Skills
- Relationship savvy
- Management support
- Scheduling
- Results-oriented
- Organizational Skills/Multi-tasking Ability
- Adaptability
- Budget and report writing
- Staff management

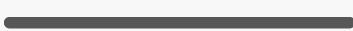
EDUCATION


License of Law

Ain Shams University, EGYPT (2011)

2008-2011

LANGUAGES

Arabic 

English 

PROFILE

Working at FMCG for almost 11 years between (OT - TT - FS) what makes me more experienced in such a field by knowing the market needs, it gives me the ability to analyze the market and the quality & the prices of the same products for the competitors & compare it, for making new plans always & also making new ideas to increase the company profit and increase the size of our products, enhance growth and Achieve sales target...

WORK EXPERIENCE

Junior Key Accounts Manager - OT & Van Sales

Masafi CO, Dubai

2021-2022

- Handling (Modern Trade & Van Sales - CS) Accounts.
- Managing a team of (Pre-sellers – Merchandisers - Van Sales Team For Horeca + Groceries & Convenience stores) and Monitor the team key performance indicators (KPIs).
- Manage a portfolio of accounts to achieve long-term success.
- Develop positive relationships with clients.
- Following the JP - Daily & Monthly Sales Target to be Achieved.
- Resolve conflicts and provide solutions to customers in a timely manner.
- Supervise account representatives to ensure sales increase.
- Report on the status of accounts and transactions.
- Set and track sales account targets, aligned with company objectives.

Sales Supervisor - MT

Masafi CO, Dubai

2019-2021

- Managing a team of (Pre-sellers – Merchandisers) & Monitor the team key performance indicators (KPIs).
- Monitor performance & compliance to BDAs, taking corrective action where appropriate.
- Implementation of LTA & STA and ensuring proper tracking of progress.
- Dealing with the head offices (Implementing the BDAs – Negotiate on BDAs – Negotiate on promo activations & Visibility agreements).
- In charge to follow up on the collection and reconciliation.
- Coaching the Pre-sellers, Merchandisers for Sales & Execution standards.
- Making the sales & market analysis and comparing the achievement numbers to calculate the required growth percentage.

WORK EXPERIENCE

Business Development Specialist - Horeca

Masafi CO, Dubai

2016-2019

- Handling Horeca customers (New & Existing) Restaurants - Hotels - Catering companies - Cafeteria - Wholesalers.
- Create, identify, qualify, pursue and win new business opportunities.
- Proactive outbound calling efforts utilizing numerous business research tools and relationships.
- Develop, define and implement strategic plans utilizing competitive environment assessments to create demand for product and business solutions for both existing customers and new business prospects.
- Take part in new employee job skill training on database usage, sales tools and processes, product training and sharing of skills and tips on calling efforts, business evaluation and proposal generation.

Sales Supervisor - MT

HERO MEA, EGYPT

2013-2015

- Managing Key Hypermarkets, Supermarkets, and Mini stores in Egypt.
- Ensure the implementation of sales fundamentals (Distribution, Shelving, Merchandising and Pricing) across all the stores.
- Conventions of annual sales target and quarter annualized during each quarter of the year.
- Responsible for the financial collection of debts and checks to maintain a clean financial statement with the customer and resolve problems for some customers.
- Ensure compliance of yearly agreements in-the stores.
- Track and monitor the distribution level by our company rep and clients.
- Manage, develop and implement the joint business plan with the top customers to achieve sales targets.
- Responsible for Conclude the BDAs for some clients.
- Build up CRM system.

Customer Service Rep

HERO MEA, EGYPT

2012-2013

- Ensure customer satisfaction and provide professional customer support.
- Managing a team of junior customer service representatives.
- Keeping records of customer interactions, transactions, comments, and complaints.
- Responding promptly to customer inquiries.
- Acknowledging and resolving customer complaints.
- Knowing our products inside and out so that you can answer questions.
- Maintaining a positive, empathetic, and professional attitude toward customers at all times.

COURSES

- Success Skills Program (SSP) From Ain shams University 2011.
- Sales & Marketing Diploma From department of business administration at Ain shams University 2013.
- Key Account Management from LinkedIn Learning Oct 2021.
- Brand Management: Aligning Business, Brand and Behavior from Coursera , Dec 2021.