#### 

**Al Ameen**

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**Seeking suitable Managerial Level Marketing & Sales involving Direct Sales, Corporate Sales, Business Development, merchandising and Brand Management & CRM in the companies of repute**

PROFESSIONAL SYNOPSIS: A hard core Sales professional with 10 plus years rich & extensive experience in Sales & Marketing, Customer Relationship Management, Corporate & Retail Sales, Brand Management, Product launch & other commercial operations. Currently working **as Assistant Sales Manager with Al Saf General Trading LLC-**Dubai. Al Saf General Trading is One of the leading FMCG Company in UAE that having wide range of brand, instrumental in tapping potential clients/markets after conducting market analysis & analyzing competitor trends to fine-tune marketing strategies accordingly. Expert in identifying prospective dealer, clients & enhancing the network. Deft in handling promotional campaigns & conducting brand management activities. Excellent communicator & motivator with ability to turn normal market situations to an opportunistic arena

## ORGANIZATIONAL HIGHLIGHTS

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| --- | --- | --- |
| **Years** | **Company** | **Position** |
| **Apr’ 24 to till Date** | **AL Saf General Trading LLC** | **Assistant Sales Manager** |
| **Dec’ 17 to Mar’24** | **NTDE-National trading & Developing Enterprises LLC Dubai-UAE** | **Senior Sales Supervisor** |
| **May’15 to Oct’17** | **Gulfco-Juma Al Majid Group-Dubai,U.A.E** | **Sales Supervisor** |
| **Aug’10 to Dec’14** | **Al Seer Trading Agencies-Dubai, UAE** | **Key Accounts Executive** |
| **Mar’07 – Apr’10** | **Jaleel General Trading LLC--Dubai, UAE** | **Merchandiser Cum Van Salesmen** |

###### ORGANIZATIONAL ATTAINMENTS

**NTDE-National Trading & Developing Enterprises LLC**

**Channels handled: Key Account, B Class, Fuel bunks & Traditional Trade**

**Area Covered: Dubai & N.E**

***Products Handled:***

* Davidoff
* West
* Gitaines
* Gauloises

**Duties & Responsibilities**

* Achieving sales target set each month by the senior Management team.
* Planning of stock allocation as per weekly consumption
* Supervising the daily activities of assigned sales territories to meet and exceed daily, monthly and yearly sub team goal.
* Helping the sales representatives in implementing and developing long term and daily territory plans, that optimizes time and resources.
* Make sure that all the inside sales representative achieve the knowledge of product as required.
* Ensure payment collection and account reconciliation.
* Identified the coaching and training needs and take necessary steps to accomplish desired results.
* Monitor daily activities of the salesmen and follow up sales progress, collection status and accomplishments.
* Preparing all required reports related to sales, marketing feedback, sales campaign and team territory management activities.
* Analyzed and interpreted team sales data to enhance and forecast sales representative productivity.
* Interacting with Clients to work out better strategy to increase the sales.
* Sharing company updates, financial results, and new objectives with team members.
* Supervised and trained interns and temporary staff.
* Providing reports and competitor activity updates to management.
* Make sure that salesman is carrying minimum stock in his sales truck.
* Insure sales trucks are well serviced & maintained. (Cleanliness, Service, Accident report)
* Managing the brand equity of **ITG** brand.

**Gulfco-Juma Al Majid Group**

**Channels Handled:** Traditional Trade, ADNOC Petrol Station

**Area Covered:** Abu Dhabi & Alain

**Products Handled:**

* Perrier Water
* Crunchus
* Coroli Oil
* Betty Crocker

**Duties & Responsibilities**

* Ensure individual route salesmen and their monthly target
* Update the route and journey plan and ensure 100% coverage of all outlets.
* Preparing reports relating to sales & splitting of target for the sales force.
* Opening new accounts and exploit all sales opportunities
* Monitoring the ageing collection report.
* Reporting to Sales manager

**Al Seer Trading Agencies, Dubai.**

**Clients Handled:**

Carrefour, Lulu, Spinneys, Coops, Fathima, K.M Trading & other Retail chains.

**Areas Covered:** Abu Dhabi, Alain

**Products Handled:**

* Dettol
* Vanish
* Finish
* Pif Paf

**Duties & Responsibilities**

* Preparing Marketing Plan & Strategies
* Implementing & Evaluating The strategies
* Preparing reports relating to sales & splitting of target for the sales force.
* Introducing new products in the market and evaluating its markets position
* Conducting in-store promotions and special offer promotions
* Preparing route plan for Merchandisers & monitoring their activities
* Preparing Planogram for the products in displays.
* Attending trade fairs and exhibitions for our new Brands
* Reporting to Sales manager & Operation Manager
* Managing the brand equity of **Reckitt Benckiser Brand (Dettol, Pifpaf, Vanish &Finish)**

## EXPERIENCE ACHIEVEMENT

**Assistant Sales Manager, NTDE- Dubai: -** One of the leading FMCG Company in U.A.E reporting directly to Division manager & Sales Head, Managing a team of 15 Sales Executive and 10 merchandisers. Responsible to ensure individual route salesmen and their monthly target, Update the route and journey plan and ensure coverage of all outlets. Preparing reports relating to sales & splitting of target for the sales force, opening new accounts and exploit all sales opportunities, monitoring the ageing collection report, Issue point of Sale Material to salesmen

**Sales Supervisor, Gulfco Gulf Trading & Refrigeration Company: -** Reporting directly to sales manager & brand manager managing a team of 5 Vans Sales team Responsible to ensure individual route salesmen and their monthly target, Stock Allocation as per consumption. Update the route and journey plan and ensure 100% coverage of all outlets. Preparing reports relating to sales & splitting of target for the sales force, Placement of coolers & ensure the best possible locations,

**Key Accounts Executive, Al Seer Trading Agencies: -** One of the leading FMCG Distributor in U A E reporting directly to sales manager & marketing manager and managing a team of 15 merchandisers. responsible to achieve sales target, stock maintains, listing new products in market, gondola displays, implementation of Planogram, space management without spends, schedule of route management of merchandisers, opening new account & work accordingly of route plan. Exploring Varies possible ways of enhancing Sales Volume of different brands

**Merchandiser Cum Van Sales Man, Jaleel Trading LLC:-**  Reporting to supervisor One of the leading FMCG distributor in U A E worked in Dubai & Fujairah Marketing the products of Eastern Curry Powder mainly in Dubai, C Class out lets, duties involved achieve the sales target, appointed new stockiest in new territory to increase customer base & all over sales. Work according journey plan.

**EDUCATIONAL CREDENTIALS**

* Higher Secondary- The Model School, Abu Dhabi

* BBA - Bachelors in business Administration – Calicut University
* MBA – Masters in Business administration –SMU -Marketing

**IT SKILLS**

**:** MS Office

: SAP, MINERATES

: Clear knowledge in internet-based activities

**PERSONAL PROFILE**

**Nationality : Indian**

**Age/Date of Birth : 26.11.1985**

**Sex / Marital Status : Married**

**Place of Birth : Abu Dhabi**

**UAE D/L : UAE Manual Driving License**

**Visa Status : Employment Visa (Transferable)**

I hereby declare that the above stated information’s are true and best known to my knowledge.

**Yours truly,**

**Al Ameen**