

# SHAJEE TK

## Sales and Marketing Executive-FMCG

 Dubai, United Arab Emirates

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### Personal Details

Name: SHAJEE TK

Gender: Male

Nationality: Indian

Marital Status: Married

Date of Birth: 27.11.1993

UAE Driving License No: 2518135

### Educational Credentials

**Bachelor of Computer Application**

Kuvempu University, India.

 (2013-2016)

### Linguistic Ability

- English  
Full Professional Proficiency
- Hindi  
Full Professional proficiency
- Malayalam & Tamil  
Native or Bilingual Proficiency
- Arabic  
Elementary Proficiency

### Profile Information

BCA Graduate, who is a competent Sales and Trade Marketing Professional worked as a Business Development Executive at BSC Global Trading LLC and Al Tayeb Distribution LLC - Lulu Group, having an experience of nearly 06 years. I am holding a valid UAE driving License. Focused in brand development and Retail Marketing, seeking for an opportunity to work in a challenging environment to prove my skills and utilize my knowledge and intelligence in the growth of organization and expand knowledge with the concern.

### Professional Summary

#### Sales and Marketing Executive-FMCG

BSC Global Trading LLC

Dubai, UAE. (August 2021-Present).

### Duties & Responsibilities

- Analyzing market trends to help retail locations to determine pricing strategies.
- Trade spend, ROI and margin analysis.
- Comparing the price of other products in the market for ensuring the best price.
- Evaluating Brand position, Promotion plan, comparing and analyzing the brand sales.
- Forecasting the out of stock and follow up the reasons against the out of stock
- Identifying the new proposed products and evaluating and finding the best suppliers, thereby developing the new products in the market.
- Timely reporting of sales data analysis to the top management.
- Making pricing decisions and educate sales team for running and coming promotions.
- Meet and discuss with product suppliers to maintain promotional items and price offer.
- Identifying the new proposed products and evaluating and finding the best suppliers, thereby developing the new products in the market.

## Personal Strength

- Possess strong analytical and problem-solving skills, with the ability to make well thought out decisions.
- Highly trustworthy, discreet, and ethical.
- Detail-oriented, efficient, and organized professional with strong analytic skills aimed at producing quality work under strict deadlines.
- Excellent communication and coordination skills that help in the development of a healthy work culture within the organization.
- Proficient in MS Office Suite and advanced accounting software.
- Willingness to learn new things.
- Hardworking, responsible, cooperative, and pleasing character.

## Computer Proficiency

- Excellent working Knowledge of MS Office suite, basic hardware and internet applications
- Proficient in Microsoft Excel
- SAP (Buying, Retail and Exporting)
- TALLY PRIME (Buying, Retail and Exporting)



## Business Development Executive

**Al Tayeb Distribution LLC (LULU Group),  
Dubai & AbuDhabi, UAE**

**Period: December 2019 – August 2021**



### Duties & Responsibilities

- Understanding category dynamics, shoppers, trade and retailers to grow the business.
- Identify new sales leads and potential new retail markets.
- Contacting potential clients via Email or phone and establish rapport and set up meetings to establish new business.
- Working towards the achievement of monthly targets and implementing new sales strategies.
- Implementing marketing plans for the retail products of the company.
- Creating and presenting the sales performance reports and conducting market research on rival products.

## Sales Co-ordinator

**Al Tayeb Distribution LLC (LULU), Dubai, UAE**

**Period: March 2017 – December 2019**



### Duties & Responsibilities

- Sales Prospecting for RFQs & RFPs from Client.
- RFQ Analysis, Estimation, Pricing & Submission.
- Purchase Orders: Review the draft P.Os from the client, suggest edits, register the final P.O from the client, issue it to supplier / principles, and obtain order acknowledgment.
- MIS Reports: Generate reports by collecting, analyzing, and summarizing information.



## Areas of interest

- Trade Marketing, Procurement, Purchasing and Digital Marketing.
- Key Account Management and Operations Management.
- Business Development and Administration.
- FMCG, Retail Management and Ecommerce.
- Materials Management and Inventory control.
- Product Development and strategic sourcing.
- Relationship management and Customer Service Operations.
- Export and Import co-ordination.



## Declaration

I do here by substantiate that all the above-mentioned information is true to the best of my knowledge and credence and I bear the responsibility for the correctness of the above-mentioned.

**SHAJEE TK**