

# SOHAIL ABBAS

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## Objective

To seek a high responsible position in a reputed organization which not only provides challenges and motivation and training opportunity, long term career growth in the best interests of the industry as well as for me.

## Career Summary

Having years of versatile sales & marketing, Administration experience including supervision, management and decision making in the largest FMCG organizations of Pakistan, Saudi Arabia & UAE. I have developed skills and capabilities to perform any type of task and can also work under challenging and pressure situations for achieving targets and handling the sales staff.

## Professional Experience:

**MEZZAN HOLDING CO. (Unitra International LLC)**  
(Red bull, Kitco, Caprisun, Icafe, Nestle)

**Area Development Supervisor (ADS)** 2021-Present  
(TT) Dubai, Sharjah, Ajman & UMQ



- Manage, Guide & Motivate the Van Sales Representatives.
- Setting objectives, overseeing route productivity to ensure sales volume and revenues are achieved.
- Proper execution of all KPI's (Route Compliance, Productivity, MSL)
- Daily monitoring the distribution of all brands
- Proper focus on range selling
- Plan to cover new outlets in our territory
- Monitoring the recovery (Collection) of team
- Find out new opportunities to improve revenue & visibility
- Proper route riding with the Van and resolve customer complaints
- Monitor Zero Billing of my sales team individually

**LYFE GENERAL TRADING** 2018-2021

**Happy water (Lyfe & Mai Aldhafra Bottled Drinking Water)**

**Sales Supervisor**

(TT, wholesale & Horeca) Dubai & Abu Dhabi

- Manage, Guide & Motivate the Sales team of van Sale Executives with helpers in Dubai & Abu Dhabi
- Conduct daily meetings with team and check sales figures
- Proper follow up the PJP of sales team with physical coverage
- Focus SKU wise Product availability, range selling & penetration
- Generate new potential customers and build strong relationships
- Complete Monthly, quarterly, and annual reviews regarding achievements
- Daily monitoring the SKU penetration of each salesperson

- Ensure proper management of invoicing, discounts, and payments
- Manage purchasing and warehouse related all issues regarding stock
- Plans manpower requirement of the unit

## ALAM GROUP OF COMPANIES ([www.alamgroup.ae](http://www.alamgroup.ae))

### JAWAD AL ALAM TRADING EST

Cash n Carry In-charge (Abu Dhabi) 2016- 2018

(Retail, Wholesale & Horeca)



- Manage Cash n Carry team (25 Persons) & Area along with the sales team of outdoor sales executive & Van salesman's
- Distributing targets with the help of monthly accumulative figures
- Responsibility for maintaining customer service, credit, and recoveries
- Monitor competitor's Activities
- Focus Product availabilities, range selling & penetration
- Reaching sales target and increasing profit margin
- Servicing the new customers in our assigned Area
- Proper handling of operational issues

## ARAB COMPANY FOR MODERN INDUSTRIES ([www.dala.com.sa](http://www.dala.com.sa))

Van Sales Supervisor (KSA) 2010-2016

(Riyadh)-TT & Horeca



- Supervise team of Van Sales representatives with helpers in assigned territory
- Splitting targets of each salesman with accumulative analysis
- Daily target monitoring with secondary sales
- Arrange meetings with salesman according to our achievement figures
- Proper market visit in daily basis to check physical product availability and coverage
- Proper planning in new channel developments
- Work about the market analysis to saw competitors' activities

## UNILEVER PAKISTAN.



Sales Supervisor (Distribution based). 2006-2010

- Manage Territory along with Sales team of DSR's and Salesman's
- Proper distributor management
- Proper time management with my sales team
- Daily target monitoring with secondary sales
- Develop and execute action plans to increased market share and profitability
- Back check for the POS material in assigned area
- Increased sales for different type of resources with the help of our seniors
- Launching & Introducing New Product in the Market
- Proper Display & Merchandising of the company's products
- Ensure Market coverage and productivity of our company
- Stock Management in different locations

## Educational Qualification

- Master of Business Administration (MBA-Marketing) 2005-2006 AIOU, Islamabad
- Bachelor of Computer Science (BCS) 2000-2003 AIOU, Islamabad

## Languages Fluency

- Excellent Spoken & Written English, Urdu, Punjabi & Arabic.

## Computer Skills

- Proficient in use of MS Office (Word, Excel, Power Point, etc)
- Internet (Email, Web, Searching, Browsing, etc)

## Personal Information

- Father's Name: Zafar Abbas
- Date of Birth: 22 October ,1981
- Nationality: Pakistani
- Driving License: Pakistan, KSA & Valid UAE(GCC)