



SHAMSUDEEN LC

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PERSONAL INFO

Date of birth : 30-05-1977
 Religion : Muslim
 Nationality : Indian
 Marital Status : Married
 Lives in : Dubai

QUALIFICATION

Bachelor of Commerce
(Calicut University 1997)

LANGUAGES

English

Malayalam

Hindi

Arabic

Tamil

DRIVING LICENCE

UAE Valid Licence

INTERESTS



FMCG - SALES & MARKETING AND BUSINESS DEVELOPMENT

PROFILE

Driven, prolific and accomplished, eager to apply dynamic written, communication and marketing skills, a detail-oriented, quality-focused team player and logical, critical thinker. Interested in Sales and Marketing, computer works, Customer service, production and planning, with focus on sales and client relations.

COMPUTER KNOWLEDGE

* Ms Office, Adobe Photoshop, ppt and Internet

WORK EXPERIENCE

FARM FRESH

Designation: Sales supervisor

Period : FEB 2020 – Till date



- * Traditional Trade Dubai UAE
- * Planning and execution of Monthly sales targets.
- * Dividing the group target to the Sales executives with respect to their geographical performance.
- * Generating the daily sales billing report.
- * Managing stock pressure situations and meeting the daily requirements.
- * Management and coordination of Sales executives with daily meetings and daily market reports.
- * Managing & tracking the collection with the sales executives with outlet wise aging reports.

MASAFI CO L.L.C. DUBAI

Designation: Sales supervisor

Period : JUNE 2015 – JULY 2019



- * To ensure effective supervision and therefore achievement of sales and distribution targets through effective planning, leading and controlling daily activities of pre sellers.
- * Responsible for supervision of pre sellers in order to achieve sales targets.
- * Ensuring that pre sellers have their KPI and targets (monthly, weekly and daily)
- * Ensuring that pre sellers visit all customers as per route plans and that orders have been booked accordingly.
- * Ensuring that all booked orders get delivered on time and investigates on all undelivered orders (cancelled / pending) and takes the necessary actions without delay.
- * Responsible for attending all customers' problems / issues without delay.
- * Frequently go on route riding with pre sellers to observe /learn/teach/train/coach on sight and establish pre sellers and customer relations.
- * Responsible for ensuring that all payments / collections have been done on time. where there are issues ,he is responsible for checking payments status for customers, liaising with accounts, attending to all outstanding payment issues and taking the necessary corrective actions without delay.
- * Responsible for liaising with merchandising team to ensure merchandising standards / targets are achieved always.
- * Effective communication to team regards promotions and effective supervision on execution of promotions.
- * Responsible for leading team in conducting price survey, analysing and advising management on what is happening and what has to be done
- * Ensuring that company assets / equipment are used exclusively for our company products
- * Responsible for effective and timely execution of BDAs; achievement of BDA targets; completion and submission of signed agreements to sales analyst on time.
- * Responsible for solving all problems that pre seller's face and liaising with the relevant departments to ensure the problems are solved as soon as possible.

● Swiss Arabian Perfumes Trading, U.A.E

Designation : Key Account Executive

Period : 2011- 2015



- ✧ Planning and execution of Monthly sales targets.
- ✧ Dividing the group target to the Sales executives with respect to their geographical performance.
- ✧ Generating the daily sales billing report.
- ✧ Managing stock pressure situations and meeting the daily requirements.
- ✧ Management and coordination of Sales executives with daily meetings and daily market reports.
- ✧ Managing & tracking the collection with the sales executives with outlet wise aging reports.
- ✧ Providing with proper plan executions to meet the shot falls.
- ✧ Daily, weekly and monthly analysis of market reports.
- ✧ Maintaining immense and high potential interpersonal relationship with the customers.
- ✧ Market Analysis and implementation of new sales strategies.
- ✧ Prioritize the products according to the self selling abilities.
- ✧ 100% market coverage assured.

● Swiss Arabian Perfumes Trading, U.A.E

Designation : Sales executive

Period : March 2008-2011



- ✧ Key account handling: Lulu Dubai and Northern Emirates and DDF.
- ✧ Planning and execution of Quarter sales targets as per the instruction from the sales supervisor.
- ✧ Implementing the plans & promotions.
- ✧ Management and coordination of merchandisers.
- ✧ Co-ordination the promoters targets with the monthly priorities.
- ✧ Payment collection with the days tracking sheet provided by the reporting supervisor.
- ✧ Daily, weekly and monthly analysis of market reports.
- ✧ Analysis of sales survey and making plan changes.
- ✧ Analysis of national sales surveys.
- ✧ Maintaining immense and high potential interpersonal relationship with the customers
- ✧ Market Analysis and implementation of new sales strategies.

PERSONAL TRAITS

- ✧ Self-confident, Optimistic & Sincere
- ✧ Experienced Document keeping, Customer Service, Public Relations & Client handling.
- ✧ Skilled in cultivating excellent relationships with both clients & colleagues.
- ✧ Possess a can-do attitude, highly motivated, organized & enthusiastic.
- ✧ Able to prioritize & complete multiple tasks and follow through to achieve projects goals.

PROFESIONAL ACHIEVEMENTS

- ✧ Awarded the best performer several times.(Swiss Arabian & Masafi)
- ✧ Improved the accuracy of budget forecasts.
- ✧ Identified and utilized various marketing techniques with fruitful results.
- ✧ Implementation of new media based sales and marketing tactics
- ✧ Planning and execution of sales strategies

EXTRA CURRICULAR ACTIVITIES

- ✧ Member of school cricket team and played in state level championships.
- ✧ Member of School Chess Championship team.
- ✧ Member of SAPIL corporate cricket team.
- ✧ Member of Red Cross society, India.
- ✧ Joint secretary of Indian cultural and arts society ,INCAS-AUH