

FARHAN KM



Personal Info

Sales and Marketing

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✉ farhan7274@gmail.com

Driving license: Manual light vehicle

Nationality: India

Date of Birth: 28 October 1994

Visa Status: Visiting visa

joining Status: Immediate Join

Education

Diploma civil Engineering

Higher Secondary

S.S.L.C

Languages

- English
- Arabic
- Hindi
- Tamil
- Malayalam

Summary

Talented sales and marketing executive offering **5 years** of successful experience in food and FMCG and HORECA industry also retails strategic thinker with persuasive sales background. Offering proven ability to achieve sale targets and building and maintain customer relationships. Committed to identifying and leveraging opportunities for growth. Certified in food safety.

Work Experience

Food Sales and Marketing Executive

LIVIANO FOOD STUFF LLC, Dubai

January 2022 – September 2024

Key Qualifications & Responsibilities

- Responsible for driving sales and revenue for companies in the FMCG HORECA business sector. Also plays a key role in meeting and exceeding sales targets, developing sales strategies, and building relationships with clients and distributors.
- Developing a Comprehensive DATA BASE of current and prospective HORECA Customers
- Responsible for overseeing the transportation of goods and managing cargo operations
- Ensured availability and timely delivery of products to assigned customers, managing accounts receivable within acceptable terms.
- Prepared relevant reports, conducted monthly sales forecasting, and provided recommendations for business improvements.
- Represented Sales & Marketing to enhance reputation, increase market share, and cultivate strong customer relationships.
- Creating and Implementing New Product Launch plan as per company's business objectives
- Stayed informed about market trends and competitor activities, and identified new business opportunities.

Sales coordinator

ADNOC F&B DEPARTMENT, ABUDHABI

January 2020– October 2022

Key Qualifications & Responsibilities

- Coordinate sales team activities, plan sales drives, and schedule events. They also monitor sales team progress and conduct appraisals.
- Design sales strategies and processes, and maintain files and databases of sales records. And also managing of departmental budgets
- Analyzed sales to identify top-performing products and Analyze sales figures, forecast future sales and interpret trends to facilitate planning
- Produce attractive signage for products, offers and sales also Organize special promotions, displays and events
- Improved displays and installed POS tailored to individual stores features

References

- ❖ Mr. Ashna. Ak
Sales Manager
LIVIANO FOOD STUFF LLC.
Contact: +971544838364
- ❖ Mr. Ahmad Awadallah
Assistant Manager
ADNOC Distribution Abu Dhabi
Contact: +971527179337
- ❖ Mr. Saju
Store Manager
NCC. LLC, Abu Dhabi
Contact: +971 0526859240
- ❖ Mr. Chriss Thomas
Store Manager
Hindustan Unilever. Thrissur, Kerala
Contact: +91 9809581581

Skills & Competencies

- Good communication and Presentation skills
- Achieving set targets or sales
- Persuading and Negotiation skills
- Problem solving and Conflict resolution
- Developing and implementing sale strategies
- Ability to learn and work under pressure
- Confident and good team player
- Computer Skills
- Monitor and manage inventory levels
- Remarkable driving history
- Proficient to handling google map
- Knowledge about UAE markets and routes.
- Skills in training, and managing sales representatives

Certifications

Essential Food and Safety Certificates
From ADFCA

Van Salesman cum merchandiser (FMCG)

National catering company, Abu Dhabi

February 2019– December 2019

Key Qualifications & Responsibilities

- Promoting new products to clients
- Delivering all the products in a safe and timely manner
- Meeting monthly and yearly for sales targets
- Preparing, updating, and maintaining sales report
- Accurately receive and count cash, checks, credit card payments, or other forms of payment from customers
- Provide friendly and efficient customer service, answer questions, and address concerns or issues
- Assist in restocking merchandise, organizing products, and maintaining store displays
- Create eye-catching product displays and layouts to attract customers and enhance the shopping experience
- Ensuring product expiration
- Price Labeling
- Following FIFO Rules

Van Salesman

Hindustan Unilever Franchise. Kerala, India

February 2017– December 2018

Key Qualifications & Responsibilities

- Maintain relationships with customers to inform them of new products, discounts and offers.
- Plan and organize daily routes for efficient and timely deliveries and sales calls
- Visit established customers on a regular basis to take orders, upsell products, and build relationships
- Accurately record customer orders, ensuring they are complete and properly documented for processing
- Collect payments from customers, issue receipts, and ensure accuracy in monetary transactions
- Stay informed about product details, pricing, promotions, and any changes in the product line
- Keep records of sales transactions, delivery schedules, customer information, and other relevant data
- Ensure the van is well-maintained, clean, and in good working condition

Declaration

I do hereby certify that above furnished particulars are true and accurate to the best of my knowledge.

Farhan Km