



SHAHUL HAMEED P

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Business Development Manager
Braintree Real Estate
Bahrain

- **Sales & Marketing**
- **Key account Management**
- **Effective Mentor**

- **CRM management**
- **Client Relationship Management**
- **Branch Management**

- **Business Development**
- **Brand Management**
- **Convergent Thinker**

PROFESSIONAL SUMMARY

- ❖ Professional possessing an insightful **experience of 15 years in Business Development, Sales & Marketing** of Electronics, Home appliances and Real estate.
- ❖ Presently associated with **Braintree real estate Bahrain** as property Manager, possessing an exalting experience in marketing varied properties like Commercial spaces, residential flats & villas, land, warehouse etc...
- ❖ Well versed with **property Finder** portal, having 400 - 450/month leads with a conversion rate of 15 - 20 Deals per 3 months.
- ❖ Adapt entire scope of activities involving Key Account Management, Client Servicing and Team Mgt.
- ❖ Launched the electronics brands **“Sanford”**, **“Digitron”** and **“Pazpot** “in Bahrain.
- ❖ Launched the electronic brands **“Digitron”**, **“Ohms”** and **“Pazpot”** in Qatar.
- ❖ Achieved **more than 1 million sales in Qatar**.
- ❖ Created business from zero to **more than 50,000 Bd in Bahrain**.
- ❖ Covered more than 90% of Qatar and Bahrain electronics market.
- ❖ Listed our brand in more than 5 hyper and super markets including Geant, **SharafDG**, **Ansargallery**, **Megamart**, **Sulthan center etc... In Bahrain**.
- ❖ Listed Digitron, Pazpot and Ohms in **SharafDG**, **Safari hyper market**, **Al Rawabi group**, **Grand Mart group**, **Regency Group (Grand Mall)** and **Quality group**.
- ❖ In addition to marketing skills, proficient in Microsoft Windows OS, Microsoft Office Package (Word, Excel, PowerPoint), Tally, well versed in Internet and online research

AREAS OF EXPERTISE

Sales & Marketing

- Forecasting monthly/annual sales targets and executing them in a given time frame thereby enhancing existing clientele.
- Driving sales efforts for attainment of periodical targets with a view to optimize revenue from primary and achieve business excellence.
- Implementing sales promotional activities as a part of brand building and market development effort.

Business Development

- Territory mapping & market segmentation to identify new customer groups to market various products & increase market share.
- Reviewing and interpreting the competition after in-depth analysis of market information to fine-tune the marketing strategies
- Devising & effectuating competitive sales programs/strategies to improve the product awareness and ensure enhanced brand visibility.

Client Servicing

- Managing the relationships with customers to achieve repeat/referral business by handling operational queries.
- Forge relationship with clients for repeat & continued business

EXPERIENCE

Total Experience (14 Years)

Business Development Manager Jan 2020 to till date
Braintree Real Estate, Bahrain

Impex Electronics Jan 2018- Dec 2019
Asst Country Manager, KSA

Sales Manager Jan 2010- Dec 2017
Frescom International Trading WLL, Bahrain & Qatar

Asst.Sales Manager June 2006- Dec 2009
Sanford Electronics WLL, Bahrain

CAREER HIGHLIGHTS

Notable Distinctions;

- ❖ Coordinated between the Management for various operational procedures & implementation
- ❖ Effectively handled all Hyper and super market operations as well as local market operations.
- ❖ Determination of selling price through regular market study.
- ❖ Conducted weekly sales team meeting to solve market issues and implement upcoming plans
- ❖ Planned as well as implemented new promotions and offers.
- ❖ Setting up sales target for sales team and driving them to achieve
- ❖ Conducted Sales Forecasting, costing for new products launch hereby appointing new dealers
- ❖ Coordinated between varied departments like Sales, Administration, Accounts and inventory
- ❖ Ensuring adequate stock, evaluation, monitoring and liquidation of aging stocks.
- ❖ Maintained a weekly and monthly Sales report to be submitted to the MD and GM.
- ❖ Conduct monthly discussions with the Management regarding the Sales Planning.

- ❖ Responsible for credit evaluation / recommend Credit facilities, follow up on payments.
- ❖ Involvement in employee related issues & re-establish their salary packages.

ACADEMIC HIGHLIGHTS

Masters in Business Administration (MBA) - 2006
Specialized in Marketing & Finance
Calicut University, India

Bachelor of Commerce -2001
Specialized in Co-operation
Calicut University, India

PERSONAL INFORMATION

Date of Birth 30th May 1981
Alternate Contact + 91 9895214121, +91 4942480395
Driving License Bahrain, Saudi Arabia and Qatar
Languages known English, Hindi, Malayalam and Arabic

REFERENCES

1. Mr Omer
Property Finder
00973 32004578
2. Mr Jareesh
Chief Buyer - **Ansar Gallery**, Bahrain
00973 33108425, 33628448
3. Mr Manoj
Buyer - **Megamart & babasons**, Bahrain
00973 39168142, 35008786
4. Mr Rizwan majeed
Central buyer - **Carrefour**,
Bahrain 00973 39417125
5. Mr kasim
Senior buyer - **Safari group**, Qatar
00974 55283883
6. Mr Raju
Buyer - **Quality Group**, Qatar
00974 66298792