

Date: Sep 2020

Place: Bahrain

Dear Sir / Madam,

I came to know that there are some vacancies existing in your esteemed organization. I hereby enclose my resume for your kind perusal.

I have an experience of more than 15 years in the gulf region. I command an in depth understanding of the market forces, the environment the demography and in general the business canvas of this region. I have been a performer all through my career and can claim of meeting targets and achieving growth for the organization that I have worked for.

My strength lies in market mapping, opportunity identification and proactive approach in not just meeting but exceeding in my Key result areas. I have been involved right from day to day sales to annual strategy formulation in the positions that I have held.

I request you to provide me an opportunity for a personal interaction where I can present my candidature.

I am sure if given a chance I can prove myself to be an asset for your organization.

Thanking you.

Yours truly,

IBRAR AHMED



IBRAR AHMED

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Seeking a job profile in Sales & Marketing, Business Development in an organization that can provide an opportunity where I can use my competencies and foster growth for the organization.

SYNOPSIS

- ⇒ More than 15 years' experience in the area of Sales & Marketing, Business Development and Customer Relationship **Management** with well reputed organization.
- ⇒ Ability in formulating effective strategies to augment business, identify and penetrate new market segments and promote offerings for business excellence.
- ⇒ Possess excellent interpersonal, communication and organizational skills with proven abilities in team management, customer relationship management and planning.

CAREER CONTOUR

Gajria Electronics BSC© Manama, Bahrain.

Key account Manager

from Oct 2012 to Present

Products & Categories:

- Consumer electronics (LED TV, Audio & Video & Car Audio/Video), Appliances (MDA, SDA & PC), Photography, IT & IT Accessories and Household.

Brands handled: JVC, Pioneer, Nikai, Chigo, Bluestar, Godrej, Olympus, Casio, Touchmate, F&D, Magicsing, Legend, Zojirushi and a few other OEMs

Job description:

- Formulating annual budget and strategies for the assigned market segment.
- Finalizing purchase plan for the budget year and deciding on the product mix to offer.
- Strategizing the marketing efforts to achieve the organizations budgeted profit.
- Environmental scanning and working on market-customer-product mix to maximize profits with great level of customization.

- Planning and designing promotional offers not just to meet the market demand but also create the latent demand of customers.
- Preparing MIS, profiling and closely monitoring the competitors in the market
- Responsible for the handling of complete operation for the accounts (hypermarkets) assigned.
- Identifying and working towards on parallel sales/distribution through the **B to B channel** and **E-commerce**.
- Serving the existing corporate clientele and ensuring regular business flow through them.
- Meeting regular sales target with the help of promoters and day to day monitoring on evolving trends in the market space.
- Positive positioning of products, enhanced visibility, top of mind recall through various tools, including ensuring maximum shelf space and increased customer contact points in the hypermarket.
- Ensuring performance of merchandisers, through motivation and timely product/sales training.
- Maintaining a healthy inventory and minimizing return by timely actions

Kewalram & Sons (WLL). Manama, Bahrain

Senior Sales Executive

from May 2010 to Sep 2012

Products & Categories:

- Consumer electronics (LED TV, Audio & Video), Appliances (MDA, SDA & PC), Electrical & Power tools, Door security systems, Luggage, Household and Watches

Brands handled: Black & Decker, Zen, Onida, Rinnai, Mr.Light & Mr. Plus, Commax, VIP & Carlton, Titan and Casio.

Marketing & Sales

- Responsible for sales, marketing, promotions and accounts of the assigned market segment.
- Day to day activity and direct contact with retail store purchasers via conversation or visit, offering the best deal, introducing the new product line up, adding more SKUs.
- Planning and designing promotional offers after a thorough study of the environment including the demography of the customer segment targeted
- Proactive strategies to avoid inventory pile up and sales ageing/return issues.
- Developing the company profile forms, brochures, marketing correspondence and arranging meetings with prospective customers.
- Creating awareness in market, thus increasing the sales volume through channel partners and retail stores.

- Initiating and developing relationships with target organizations for business development.
- Identifying clients and generating business from the existing clientele to achieve targets.

Oasis Enterprises LLC. Dubai, U.A.E

As Sales Executive

from Nov 2004 to April 2010

Products & Categories:

- Consumer electronics (TV & Hi-Fi, Audio & Video, Camcorders and Mobile Entertainments), Appliances (SDA & PC).

Brands handled: JVC, Binatone, Sumeet and Sujata.

Operations Management

- Formulating invoice, delivery orders and submitting the same to customer for payments.
- Handling the accounting assignments & day-to-day vouchers.
- Liaising with Internal Auditor for audit packs & Implementation of work as per standard practice.
- Sustaining credit form, preparing monthly credit outstanding report and collection of dues.
- Monitoring after sale service and identifying after requirements for the product under warranty.

Client Relationship Management

- Mapping client's requirements & providing expert advisory services.
- Supervising customer service operations for rendering quality services; providing first line customer support by answering queries and resolving their issues.
- Assessing feedback, evaluating & providing critical feedback on areas of improvements.

Team Management

- Managing the gamut of tasks including manpower planning and coordinating with the sales teams.
- Leading and motivating the team to achieve pre set targets on monthly and quarterly basis.
- Creating an environment that sustains and encourage high performance; motivating teams in optimising their contribution levels.

SCHOLASTICS

- Bachelor of Arts from Magadh University in 2001.
- Intermediate from WBCHSE, West Bengal in 1998.
- S.S.C. from WBBSE, West Bengal in 1996.

IT SKILLS:

- Well versed with MS Office and Internet Applications.
 - Working experience on sales platform, ERP and Portals.
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PERSONAL DOSSIER

Date of Birth : 10th February, 1978

Address : Isa Town, Bahrain.

Languages Known : English, Hindi, Arabic, Bengali and Urdu.

Nationality : Indian

Marital Status : Married

Passport Details : J-4377522 Issued from Bahrain Validity-09/01/2021

Visa Details : Valid Work Visa of Bahrain.

Driving License : Bahrain

Place:

Name: