

MUHAMMAD SHOAIB RASHEED

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CAREER OBJECTIVE:

A job position Warehouse Management System and Distribution manager in FMCG sector Sales Representative, Sales professional. Oversee customer service, Creditor relations, contract and price negotiation, revenue potential, personnel management monitoring retail sales and trends, developing major accounts, and designing programs to increase product knowledge. Demonstrate leadership and team-building skills

PROFESSIONAL EXPERIENCE (7 YEARS):

ORGANIZATION: ROZGAR TECHNOLOGIES

PVT. LTD. (TAJIR APP)

POSITION: DISTRIBUTION TEAM
LEAD (RECEIVING, AUDIT
AND FULL-IN)

DURATION: JAN 2021 TO TILL NOW

RESPONSIBILITIES.

- Manage and receive FMCG stock through my receiving officers (7 to 10 Persons)
- Design SOP,s of stock receiving at Distribution Center
- Strongly keep follow up and checking stock display and stacking on racks
- Must make sure FIFO and LIFO of all products which we are receiving in warehouse.
- Make sure dusting and cleaning of warehouse through cleaning department in D-C.
- Daily take floor travel path and check all lane of warehouse stacking, display, dusting level, cleaning level of floor, damage stock, expire stock, hold stock as well.
- Make sure strong check on receiving while stock receiving it's with good expiry stock and if any prices changes in stock then immediately inform to concern department and get hold this stock on the spot.
- Daily meeting with stock receiving officers of 10 to 15 min to give motivation regarding their work and also need to give message of higher management if need.
- Make sure daily stock audit of partial skus general audit and circle audit as well.
- Make sure during audit set FIFO or LIFO all stock which is fast moving condition also need to inform concern department about slow moving sku to lift to vendor or take corrective action against that skus.

OTHER TASKS.

- Verify stock which is received by goods receiver their expiry and quantity and quality as well.
- Manage warehouse stock according to their set position and category vise maintain FIFO of FMCG products.
- Under my supervision damages and return stock handling and timely return to vendor to reduce company cost and blockage of money.
- Weekly or after 15 days apply inventory audit of stock and maintain FIFO.
- Handling Good Receiving staff of 6 peoples.
- Make sure daily posting of received supply.
- Manage staff availability in warehouse and also hiring on time if company needed.
- Daily visit warehouse floor and fulfillment center as well and check proper display of products.
- Make sure of follow up regarding products expiry on daily basis.
- Complete daily task which is given by manager and director as well.

ORGANIZATION: **GROCER APP PVT. LTD**
POSITION: **WAREHOUSE SUPERVISOR**
DURATION: **AUG 2019 TO DEC 2020.**
RESPONSIBILITIES.

- Handling Good Receiving and posting in system through GRN.
- Verify stock which is received by goods receiver their expiry and quantity and quality as well.
- Manage warehouse stock according to their set position and category wise maintain FIFO of FMCG products.
- Under my supervision damages and return stock handling and timely return to vendor to reduce company cost and blockage of money.
- Weekly or after 15 days apply inventory audit of stock and maintain FIFO.
- Handling Good Receiving staff of 6 peoples.
- Make sure daily posting of received supply.
- Manage staff availability in warehouse and also hiring on time if company needed.
- Daily visit warehouse floor and fulfillment center as well and check proper display of products.
- Make sure of follow up regarding products expiry on daily basis.
- Complete daily task which is given by manager and director as well.

ORGANIZATION: **GOURMET FOODS PAKISTAN (BEVERAGES)**
POSITION: **SENIOR SALES OFFICER (SSO)**
DURATION: **MARCH 2018 TO JULY 2019**
RESPONSIBILITIES:

- Maintaining and increasing sales of company's products and Improve productivity of distribution network
- I am handling right now 3 distributions network in different sales areas Lahore South and surrounding
- Cash plan for the distributors
- Manage daily average sale
- Manage daily secondary sale
- Manage floor stock in warehouse of distributors according the company policy.
- Provide you with the insight to build and reach a larger market more effectively
- Setting sales targets for individual DSR and team as a whole
- Recruiting and training sales staff
- Allocating areas to sales representatives
- Developing sales strategies and setting targets
- Monitoring my team with the help of GSSM software from given company, team's performance and motivating them to reach targets
- Collecting customer feedback and market research
- Reporting to senior managers

ORGANIZATION: SULTAN AL ALI GROUP (DUBAI)
POSITION: MARKETING EXECUTIVE, ADMIN ASSISTANT AND PRO
DURATION: APRIL 2016 TO FEB 2018
RESPONSIBILITIES:

- Research the market and related services.
- Relationship Building.
- Presenting the product and services favorable and in a structured professional way face-to-face.
- Developing marketing campaigns to promote a product.
- Service or idea.
- Includes planning
- PRO works (economic labor and immigration).
- Internet emailing
- Event organization, product development
- Sponsorship and company formation.
- Play role Medium between parties

ADMIN ASSISTANT

- Organize and schedule meetings and appointments
- Maintain contact lists
- Produce and distribute correspondence memos, letters, faxes and forms
- Assist in the preparation of regularly scheduled reports
- Submit and reconcile expense reports
- Provide general support to visitors

(P.R.O)

- Submit, follow-up and gather all new work and business visas to guarantee that the visas are handled and processed on time.
- Makes sure all business and trade Licenses are updated, follow-up official approvals and permits, to prevent unnecessary violations.
- Accurately prepare and process required legal documents like rent contract attestation in government agencies such as Ministry of Economic, Ministry of Finance, Customs, Court, Chamber of Commerce, Traffic Department and Municipality.
- When the need arises, represent the company at different offices like Airport Embassies, Police Station, Ministries/Municipalities and other government Departments.
- Assist the office in determining any issues identified with organization vehicle registration and renewals

ORGANIZATION: GOURMET FOODS PAKISTAN.
POSITION: TERRITORY SALES OFFICER (TSO) BEVERAGES
DURATION: MAY 2014 TO MARCH 2016

RESPONSIBILITIES:

- Ensure product availability in the market.
- Using the **GSSM** (Gourmet Secondary Sales Module)
- Check the Order booking.
- Makes an agreement on shops.
- Manage the Rout plan of the given territory of **Model town, Gulberg, Faisal Town and Kot Lakhpath** Outlets in my territory.
- Planned the outlet forecasting of next year's sales.
- Achieve reasonable but aggressive sales results.
- Train, motivate and coach a team of **4-6** direct sales representatives.
- Develop territory, market penetration and sales execution strategies to consistently attain and exceed goals.

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ORGANIZATION **BAKERS LAND M.A.FOOD INDUSTRIES (PVT.) LTD.**
POSITION: **SALES OFFICER**
DURATION: **AUGUST 2012 TO MAY 2013**
RESPONSIBILITIES:

- Supervision of order takers staff.
- Daily visited selected area.
- Daily meeting and reported to all activities held in the market and give full order report to RSM.
- Forward the report of order taken by order taker to RSM.
- Set the target of order taker according the areas vise.
- Listening to customer requirements and presenting appropriately to make a sale.
- Negotiating the terms of an agreement and closing sales.
- Negotiating on price, costs, delivery and specifications with buyers and managers.
- Checking the quantities of goods on display and in stock.
- Recording sales and order information and sending copies to the sales office, or entering figures into a computer system.

PROFESSIONAL AND ACADEMIC QUALIFICATION

Qualification	Institute	Year
MBA (Marketing) (CGPA 3.0)	Superior University Lahore, Pakistan	2015
B.com	University of the Punjab, Pakistan	2011
HSSC (Intermediate in Commerce)	BISE Lahore, Pakistan	2009
SSC (Matriculation in Science)	BISE Lahore, Pakistan	2007

COMPUTER SKILLS & OTHER:

Pearson PTE Academic Score Report, Overall 49

Skills breakdown

Listening 48/ Reading 49/ Speaking 60/ Writing 43.

- MS Word, MS Excel, Internet & E-Mailing
- Software (GSSM) gourmet Secondary Sales Module
- Officer Suite

LANGUAGES:

- English
- Urdu
- Punjabi

PERSONAL INFORMATION:

FATHER NAME RASHEED AHMAD
DATE OF BIRTH 30/08/1990
CNIC # 35403-4802570-9
MATERIAL STATUS MARRIED
PASSPORT NUMBER ES9845702
NATIONALITY PAKISTANI
RELIGION ISLAM

PROFESSIONAL REFERENCE:

Will be Provide on Demand.