

SHAH ALI SULEMAN

Address: Dubai, Mobile: +971 54 3107 930, Email:

shahalikhan067@gmail.com Date of Birth: 3rd March, 1992; Visa Status:

Visit Visa; Availability: Immediately



Career Objectives:

With over 08 years of successful career within FMCG industry of the UAE, I have much to offer in terms of sales, business development, strong leadership skills and surpassing performance parameters. Presently seeking a challenging position as Sales in forward-looking organization to use gained expertise, contacts and industry knowledge. Ready to assume responsibilities with vigor and commitment not only to develop myself but also to contribute towards the achievement of organization objectives.

Skills & Exposure:

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|---|--|--|
| <input checked="" type="checkbox"/> Sales | <input checked="" type="checkbox"/> Business Development | <input checked="" type="checkbox"/> New Customer Acquisition |
| <input checked="" type="checkbox"/> Stock Allocation | <input checked="" type="checkbox"/> Sales Forecast | <input checked="" type="checkbox"/> Sales Promotions |
| <input checked="" type="checkbox"/> Product Distribution | <input checked="" type="checkbox"/> Merchandising | <input checked="" type="checkbox"/> Market Executions |
| <input checked="" type="checkbox"/> Competitor's Analysis | <input checked="" type="checkbox"/> Team Management | <input checked="" type="checkbox"/> Training & Development |

- ❖ Strong sales experience of FMCG industry (fresh/dairy) with one of the top dairy brands of the United Arab Emirates for over 120 SKUs of various product categories such as fresh milk, flavored milk, high protein milk, fresh yoghurt, flavored yoghurt, Greek yoghurt, juice, UHT milk, cheese, Laban, labneh and fresh creams.
- ❖ Excellent exposure of handling major retail customers like Lulu, Carrefour, Co-Ops, KM/Safa, Spinneys, Al Maya, Choithram, Al Madina, Big Mart and Abela etc.
- ❖ Hands-on experience of dealing with major corporate and catering customers such as ADN H (Abu Dhabi National Hotels), NCTH (National Corporation for Tourism and Hotels), Etihad Airways, Armed Forces, Kelvin and Keita etc.
- ❖ Excellent understanding of dairy van sales operations across various types of outlets of all trade channels within Dubai.
- ❖ Vast experience of managing multiple outlet types such as hypermarkets, supermarkets, express stores, groceries and convenience stores.
- ❖ Good interpersonal and communication skills in English and Urdu languages.
- ❖ Valid UAE driving license for light vehicles.

Professional Experience

Company: Marmum Dairy LLC Abu Dhabi, UAE

Tenure: Oct 2011 till Dec 2014

Previous Positions: Merchandiser and Salesman

Job Responsibilities:

- Managing overall business operations of assigned area for MT, TT and HORECA outlets on daily basis with a team of over 30 members including salesmen, merchandisers and sales assistants.
- Conducting daily outlets visits as per market visit plan, checking products availability, stock level and allocating daily stock by route & outlet to ensure adequate product supply at all times.

- Implementing product displays of each category as per assigned planogram in key outlets with coordination of Merchandising Supervisor, especially in hypermarkets and supermarkets.
- Coordinating closely with Area Manager of each channel for routine operations and providing feedback on daily tasks to ensure effective and efficient distribution.
- Ensuring supply of MSL (Must Stock List) in all the outlets across the route as per the potential and size of each outlet. .
- Managing merchandisers within assigned route to ensure maximum product availability, visibility, proper execution of rental displays and zero out of stock.
- Finalizing routine sales deals, offers and promotions with customers to ensure achievement of monthly sales targets by product category and SKUs.
- Checking competitors activities in the market and communicating the same to concerned Area Manager to ensure timely measures. .
- Monitoring daily stock deliveries to outlets in coordination of logistics team.

Company: WJ TOWELL LLC

Tenure: Jan 2018 till Feb 2019

Previous Positions: Merchandiser

Job Responsibilities:

- Strong sales experience of FMCG industry (fresh/dairy) with one of the top dairy brands of the United Arab Emirates for over 120 SKUs of various product categories such as Oils, Canned Food, Baking Powder, and Body Sprays & Perfumes.
- Vast experience of managing multiple outlet types such as hypermarkets, supermarkets, express stores, groceries and convenience stores.

Company: EATFRESHTO

Tenure: April 2019 till Jan 2021

Previous Positions: Owner

Job Responsibilities:

- Buying grocery items from supplier
- Dealing with customers
- Maintaining accounts
- Displaying items on shelves in a certain manner to attract

Company: HEALTH MART PHARMACY

Tenure: Feb 2021 till Dec 2021

Previous Positions: Floor Manager

Job Responsibilities:

- Opening of the shop every morning before 10' o clock
- Taking care of cash in and out from till system
- Supervising staff behavior and their attendance on daily basis
- Checking display of items on every shelves
- Making order when stock crosses certain limit
- Supervising stock take every Friday night
- Closing and counting of cash on the day end and submitting to the finance

Education

- **AGAKHAN SCHOOL**
Matriculation in 2006
- **AGAKHAN SCHOOL**
Intermediate in 2008