

ABOBACKER P.B

Senior Key Account Sales Executive

Current Location: Dubai, UAE)

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Synopsis

- A qualified marketing professional with more than 13 years of experience in handling sales, marketing and business development in OMAN and India.
- Sales professional with experience in handling key account sales, modern trade, wholesale, b class market, down market, HORECA and institutional sales.
- Worked in reputed companies like AlReef LLC - Oman, National Detergent Company SAOG – Oman, Dabur India Ltd, & KDD (India) pvt. Ltd.
- Handling major chain of outlets like Lulu, Carrefour, Sultan Center, Nesto, Makkah group etc.
- Good commercial acumen, excellent negotiation skills in modern trade and key accounts.
- Planning and implementing key account related sales activities and promotions as per the guidelines given, handling new product launches, implementing product positioning and merchandising campaigns, leveraging opportunities for future growth.
- An effective communicator & team leadership skills and strong analytical, problem solving and organizational abilities. Possess a flexible and detail oriented attitude.

Immediate Goal

Seeking a middle level sales position in a reputed company anywhere in gcc, aspire a platform where my business development, sales & management skills utilized in optimum level. provide a competitive edge to the organization by unleashing my 100 % potential.

Educational / Technical Credentials

July 2007 - Sep 2009	:	Passed Master of Business Administration (Marketing and Human Resource) from Federal Institute of Science and Technology, Angamaly affiliated to Mahatma Gandhi University, Kerala India.
Aug 2002 - Aug 2006	:	Graduation in LL.B from Mahatma Gandhi University, Kerala, India.
June 1998 – April 2000	:	Passed Pre-Degree from Mahatma Gandhi University, Kerala, India.
March 1998	:	Passed Matriculation (SSLC) in 1998 from Kerala State Board
Nov 2000 – May 2001	:	Passed Diploma in Software Application (DSA)

Work Experience :

NAME OF THE ORGANISATION	PLACE	Designation	Duration
Al Reef LLC	Muscat, Oman	Key Accounts Executive	1 year
Hi – Tech Constructions	Cochin, India	Senior Marketing Manager	2.2 years
The National Detergent Co. SAOG	Muscat, Oman	Senior Sales Executive	6 years
Dabur India Limited	Cochin, India	Sales Officer	1.6 years
Positive Associates	Cochin, India	Sales Officer	2.7 years

AL REEF LLC, Muscat Oman

(01-04-2021 Onwards...) **Key Accounts Sales Executive**

Al Reef Llc is one of the leading FMCG distributor in Oman. It has more than 45 renowned international and regional brands which occupy leadership positions and significant market share in their respective categories. Al Reef's strength lies in a widespread distribution network of the consumer markets in Oman including hyper markets, super markets, wholesale, semi wholesale, industrial and institutional segments. www.alreefoman.com

The extensive range of Al Reef include, milk and milk products, beverages, home baking, ice creams, diet & health foods, frozen & chilled products, condiments & pickles, cooking oil & ghee, canned foods, culinary, ethnic foods, instant foods, jam spreads & honey, pasta & noodles, garments & apparels, cleaning & disposable products. **The major Brands dealt by Al Reef are Betty Crocker, Nature Valley, Green giant, Old El paso, Kolson, Rainbow, Omela, Leon Tea, Klassno, Family, Gatsby, Kimball, Ajinomoto, Hintz, Kopiko, Mothers Recipe, VIP, Aeroplane, Batook, Paragon, Rooh afsa, Al Karama (Dry & Frozen), Delight (Dry and Frozen) etc.**

JOB PROFILE:

- Ensure primary and secondary displays as per our contracts.
- Retain/negotiate for existing/new shelf space and ensuring the primary and secondary displays are maintained in a professional manner.
- Visit the concerned outlets as per the schedule, place orders, manage delivery and ensuring the availability of all range of products.
- New products listing and dealing with buyers for promotional activities to support sales
- Activate trade schemes there by generating volume sales and participate in all the activities of customers.
- Manage the merchandisers for maintaining the proper displays in the outlets.
- Collect outstanding payments within the stipulated time frames.
- Analysis the market activities and submitting the daily sales reports to the sales supervisors.
- Actively participate in customer flairs & other promotional activities to ensure maximum mileage to the sales.

THE NATIONAL DETERGENT COMPNAY S.A.O.G – MUSCAT, OMAN

(Dec 2012 – Dec 2018) **KEY ACCOUNT SALES EXECUTIVE**

The National Detergent Company SAOG (NDC) is one of the leading manufacturing companies in the Sultanate of Oman. NDC manufactures and distributes a wide range of highly reputed and successful brands covering various segments like detergents powders, liquid detergents, soaps, shampoos, allied laundry aids and other household cleaners. It also has a Sulphonation division engaged in the business of manufacturing and selling LABSA. The I&I division caters to mainly the Oil & Gas and Construction industry.

Recruited as **SALES EXECUTIVE**, doing business in key account markets and wholesale markets with an average business OMR.90,000 per month in the designated area by strictly adhering to company policies and procedures. www.ndcoman.com

JOB PROFILE:

- Ensure primary and secondary displays as per our contracts.
- Visit the concerned outlets as per the schedule and ensuring the availability of all range of products.
- Place sales order from the outlets and managing the delivery on time.
- New products listing and dealing with buyers for promotional activities to support maximum sales.
- Activate trade schemes there by generating volume sales and participate in all the activities of customers.
- Update the competitor's activities in the markets and reporting the same to the seniors on time.
- Retain/negotiate for existing/new shelf space and ensuring the primary and secondary displays are maintained in a professional manner.
- Manage the merchandisers for maintaining the proper displays in the outlets.
- Collect outstanding payments within the stipulated time frames.
- Analysis the market activities and submitting the daily sales reports to the area sales manager.
- Actively participate in customer flairs & other promotional activities to ensure maximum mileage to the sales.

HI – TECH CONSTRUCTION – COCHIN, INDIA

(Jan 2019 – Feb 2021) **SENIOR MARKETING MANAGER**

Hi – Tech Construction is a newly incorporated construction and reality company in cochin, Kerala India. It undertakes construction, renovation, buying and selling and mortgages of homes, office spaces and shopping centers across Ernakulum district in Kerala. We facilitate negotiations between buyers and sellers, prepare purchase agreements, rental agreements, and governmental paper works which facilitate real estate transactions. We take special care to see all the priorities of our clients are met, in the course of the deal.

JOB PROFILE:

- Create a list of potential real estate properties, with information on location, features, square footage
- Generate client leads to buy, sell and rent property
- Show properties to potential buyers and renters
- Counsel clients on market conditions, price and mortgages
- Develop a competitive market price by comparing properties
- Present purchase offers to sellers
- Facilitate negotiations between buyers and sellers
- Review purchase contracts to ensure terms are met
- Promote properties with advertisements, listings using different mediums of communication
- Prepare loyalty contracts, purchase agreements, rental agreements, governmental paper works deeds and other documents for each real estate transactions
- Project planning, project management and project tracking are done to ensure quality, timely delivery, reduce cost to the minimum and to follow all governmental regulations

Core Competencies

Sales & Marketing

- Mapping & analyzing business potential.
- Conducting opportunity analysis by keeping abreast of market trends and competitor moves to achieve market share moves.
- Driving sales initiatives and achieving desired targets.
- Formulating and implementing promotional plans to enhance brand visibility.

Key Account Management/ Business Development

- Initiate & develop relationships with key decision makers/outlets for business development.
- Identify prospective clients from various sectors/institutions to generate business from the existing customers, thereby achieve business targets.
- Evolve market segmentation & penetration strategies to achieve channel/ product wise targets.

Personal Details

Nationality	:	Indian
Date of Birth	:	23 rd August 1982
Marital Status	:	Married
Languages Known	:	English, Malayalam, Hindi & Arabic
Passport Place of issue & Date	:	Muscat, 18/12/2013
GCC Driving License Details	:	Oman Driving License Private Light Valid up to 2023
Reference & Documents	:	Will be furnished upon request

Dubai – UAE
17-07-2022

ABOBACKER PANAPPILLIL BASHEER