

Alfaraz Majid Kazi

Brand Manager, MSc Marketing

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Having a valid GCC Driving licence

Summary

Having a comprehensive background with over 10 years of experience in strategic Sales planning and execution of Marketing strategies to rapidly expand and establish strong market presence, thus achieving solid sales growth and a consistent track record of being able to deliver over **US \$ 3M** in annual sales from all sales channels

Education

- **Master of Science MSc, Marketing (2012)**
University of Leicester, United Kingdom
- **Bachelor of Engineering B.E, Electrical and Electronics Engineering (2009)**
University of Mumbai, India

Experience

Brand Manager

Yusif Bin Yusif Fakhro BSC @, Bahrain, June 2019 - Sep 2020

Products handled : Home Appliances, Built in appliances, Small appliances

Brands handled : Electrolux, Frigidaire, Miele, Bartazzoni, Ariete, Cookware- Paleo, AMT Gatroguss

Responsibilities

- **Sales & Business Development:**
 - Achieved 30% increased B2B sales in 2019 for Electrolux-Frigidaire (Free standing Appliances) Business division over forecasted and target
 - Supported in tender submissions of over BHD 1 Million Govt. Tender for Professional Laundry Services (Ministry of Health project) along with principal
 - Added Electrolux Professional - Laundry & Cooking Equipment's to the Business product portfolio
 - Developed E-commerce channels to sell their products online across Bahrain
 - Submitted company proposals against RFQ for residential and commercial projects
 - Managed country product strategy from planning, pricing to inventory & supply chain to achieve sales target & profitability of each product line
- **Brand Management:**
 - Launched brands such as AMT Gatroguss Cookware, Electrolux & Ariete Small Appliances in various B2C channels across Bahrain
 - Developed & executed brand communication & promotional strategies across various digital platforms and print channels across Bahrain
 - Initiated Shop-in-shop branding activity for Electrolux in YBY Fakhro Grand Showroom
 - Involved in planning & integration of Built-in appliances with Kitchen Studio concept of Fakhro Grand Showroom
- **Marketing:**
 - Initiated Digital Marketing activities to increase Brand's reach across Bahrain market. Tools used: SEO, SEM, Social media optimization, Social media marketing, Email marketing, Content marketing, Affiliate marketing, Influencer marketing, E-commerce
 - Designed yearly marketing calendar to run seasonal promotions across different platforms B2B and B2C and eCommerce
 - Launched marketing campaigns for Paleo Cookware resulting in increased sales in showroom & online

Key Accounts Manager

AJM Kooheji Group B.S.C @, Bahrain, June 2015 - May 2019

Products handled : Televisions, Audio & Home Appliances

Brands handled : LG, Skyworth

Responsibilities

- Accounts Management:
 - Handled top 4 Key Customer Accounts - Activities included negotiating contracts, agreements to achieve desired targets whilst maximizing profits and support of various marketing and promotional strategies
 - Planned annual sales budget, monitored sales and profitability versus objectives, and provided inputs for quarterly Sales forecast; and optimize all other financial aspects of the account,
 - Managed customer account receivables through CRM & ensure timely payment by client of due invoices on time
 - Build and developed strong relationships with key decision makers and pushed them in achieving quarterly and yearly targets (over BHD 1.2 Million)
- Sales Management:
 - Drove product demand, managed stock levels, designed promotional strategy & monitored retail display quality
 - Trained and mentored sales personnel and supported with promotional activities at retail level
 - Monitored and reviewed monthly sales performance for assigned products to ensure smooth sales movements in line with the agreed sales plan, and take appropriate remedial actions
- Principal (Supplier) Management:
 - Liaised with Principle on a daily basis to ensure direct communication on all key aspects of the business -Sell-In management, Sell-out management, Promotion planning and pricing strategies
 - Ensured quarterly and yearly forecast is submitted regularly as per local requirements and push for regular supply as per requirements
 - Designed and supported special promotion pricing and seasonal deals by agreeing special pricing with principals to increase profitability
- Reporting & Presentation:
 - Prepared regular reports on business plans, forecast analysis, CRM, sales trends, business intelligence, revenue and expansion
 - Forecasted and tracked key account metrics and regularly provide progress reports to management

Demand Planner

Syed Junaid Alam WLL, Oman, June 2014 - March 2015

Products handled: Luxury Perfumes and accessories

Responsibilities

- Demand Forecasting: Managed sales forecasts on SKU level category wise for all products. Analysed unconstraint sales forecast, historical trends & constrain it on a monthly basis via forecasting methods and match volume target vs revenue targets with minimum variances
- Sales & Operation Planning (S&OP): Coordinated with factory/supply chain team for monthly S&OP for Oman region & managed sales forecasts/allocation accordingly ensuring supply & demand are aligned & revenue targets are met
- Product & Business Planning:
 - Generated new products forecast, Life-cycle (introduction/EOL/replacement) scenario planning, slow & obsolete stocks planning (SLOBs)
 - Provided quarter and annual business plans (volume & revenue) based on historical sales, seasonality and major orders demand expectation
 - Prepared In-depth reports on forecast analysis, trends, business intelligence, revenue, supply chain, etc
- Supply chain management: Planned, raised & managed factory orders of over 100+ SKUs according to the standard operating procedure – from forecasting, order placement, communications and tracking until goods reach stores.
- Logistics: Liaised with local Logistic group for effective distribution of stocks, approx 100+ SKUs worth over OMR 500,000 to different stores in the region as per trend analysis.

Supervisor

PAKS Foods, United Kingdom, June 2012 - January 2014

Products handled: FMCG

Responsibilities

- Inspired team & conducted training program for new retail staff
- Oversaw receiving of items in the warehouse and replenishment on floor
- Monitored inventory levels and ordered new items as per seasonal demands
- Arranged promotional material and in-store display

Marketing Intern

Pearl Chemist, United Kingdom, January 2012 - April 2012

Products handled: Healthcare services and medicines

Responsibilities

- Contributed to the development of new website with engaging content and features
- Promoted health care services through online advertisements
- Conducted customer survey which helped in the development of new health care packages suitable to the community

Visiting Lecturer

Government Polytechnic Ratnagiri, India, January 2009 - August 2010

Responsibilities

- Transferred knowledge, including practical skills, methods, and techniques
- Made a significant contribution to extra-curricular activities (ECA) program and to wider campus life