

# Kunwar Muhammad Yasir

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**Date of birth:** 26/04/1984    **Nationality:** Pakistani

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House# R-48 Al-Muslim society Phase-1, Sector 38A, Scheme-33, Karachi, Pakistan.  
Postal Code-75330

**About:** I enjoy working with like-minded people, learning new skills; I am very much fond of traveling & meeting with people from different countries to know their cultures. My favorite topics are economy, science & technology.

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## WORK EXPERIENCE

01/04/2022 – CURRENT – Karachi, Pakistan  
DEPUTY MANAGER, MARKETING & SALES – ITOCHU CORPORATION

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### Core Responsibilities:

***Sales, Forecast, Data Analysis, Sales Promotion, Dealer network, Managing Key accounts, Market segmentation, Business communication, Market survey***

### Activities for Bridgestone Tire brand:

- Managing three regions (Central east, Southern part & Southern coast) for sales & promotional activities.
- Surveys for New Market Potential and brands current Market Share.
- Designing promotional plans while keeping in view the competitors' activities.
- Managing 320 transporters accounts for direct sales approach in responsibility regions.
- Market research (qualitative / quantitative) to know the current market trend, needs & issues of the customers.
- Data analysis through use of KPI & Pivot table.
- Business intelligence gathering, report making & presentations.
- Responsible for the Annual sales turnover of US\$ 4.1 Million for PCR/LVR segment & US\$ 5.7 Million for TBR segments in responsibility regions.

### Assignments:

- successfully established new tire brand business, handled complete responsibility like, warehousing, stock keeping, new dealership, sales, and recovery.
- Assisting Management for the development of EV business with BYD China.

01/04/2011 – 31/03/2017 – Karachi, Pakistan  
ASSISTANT MANAGER, MARKETING & SALES – ITOCHU CORPORATION

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### Core Responsibilities:

#### Activities For Bridgestone Tire brand:

- Dealers network formation.
- Forecasting Monthly Sales (dealers & regions).
- Promotional activities for General Cargo Fleets in three major regions.
- Provided Sales & Technical Assistance to Transport Companies.
- Conducting, Monitoring & Share analysis of PCR / LVR Count surveys in different cities.
- Vehicle population & Demand Estimations.
- Responsible for the Annual sales turnover of US\$ 6.3 Million for PCR/LVR & TBR segments in responsibility regions.

REGIONAL IN CHARGE, MARKETING & SALES – ITOCHU CORPORATION

**Core Responsibilities:**

**Activities for Bridgestone Tire Brand:**

- Conducted training seminar program to corporate customers.
- Collected and analyzed the information's from nationwide Dealers and Transporters.
- Conducted Nation-wide Research Survey of the users at different stages – Equate.
- Successfully started Manual Alignment Checking. Provided Technical support claim tires.
- Worked on new areas of After-Sales Service to increase customer satisfaction.
- Arranged customized BS Fleet seminars in different cities for sales promotions.
- Responsible for the Annual sales turnover of US\$ 4.8 Million for PCR/LVR & TBR segments in responsibility of regions.

**PROJECTS**

01/01/2008 – 07/12/2019

**Brand development, Population & Demand estimation projects**

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- 2020 Successfully established new tire brand business, handle complete responsibility like , warehousing, stock keeping, new dealership, sales, and recovery.
  - 2019 Done the project of count surveys in different cities of Pakistan to find out the share of different brands.
  - 2017 Successfully completed the project of long route bus population & demand estimation in all over Pakistan.
  - Successfully completed 14W (GC) and container segment demand estimation in 2016.
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## EDUCATION

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### MASTER OF BUSINESS ADMINISTRATION (MBA) – from PAF-Karachi Institute of Economics and Technology (KIET)

2015 – Shahrah-e-Faisal, PECSH block 6, Karachi, Pakistan

<https://kiet.edu.pk/>

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### BACHELOR OF COMMERCE (B.COM) – from Islamia Arts and commerce college.

2004 – Globe chowrangī, New M. A. Jinnah Rd, Jamshed Quarters Amil Colony, Karachi.

<https://www.eduvision.edu.pk/government-islamia-arts-and-commerce-college-karachi-ins-2371>

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## ● International Trainings

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### BUSINESS SOLUTION – Bridgestone / Firestone Training & Communication Center

2011 – Bftcc, Amphoe Nong Khae, Saraburi, Thailand., Bftcc, Amphoe Nong Khae, Saraburi, Thailand., Saraburi, Thailand

<http://bridgestone.iasset.com>

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### TBR SCRAPE TIRE TRAINING – Bridgestone / Firestone Training & Communication Center

2014 – Bftcc, Amphoe Nong Khae, Saraburi, Thailand. Bftcc, Amphoe Nong Khae, Saraburi, Thailand , Bangkok, Thailand

<http://bridgestone.iasset.com>

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### ● FLEET APPROACH COURSE – Bridgestone / Firestone Training & Communication Center

2009 – Bftcc, Amphoe Nong Khae, Saraburi, Thailand. Bftcc, Amphoe Nong Khae, Saraburi, Thailand, Bangkok,

<http://bridgestone.iasset.com>

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### ADVANCED TBR (GOLD LEVEL) TRAINING COURSE – Bridgestone / Firestone Training & Communication Center

2007– Bftcc, Amphoe Nong Khae, Saraburi, Thailand. Bftcc, Amphoe Nong Khae, Saraburi, Bangkok, Thailand

● <http://bridgestone.iasset.com>

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### BASIC TIRE KNOWLEDGE (BRONZE LEVEL) TRAINING COURSE – Bridgestone / Firestone Training & Communication Center

2005 – Bftcc, Amphoe Nong Khae, Saraburi, Thailand. Bftcc, Amphoe Nong Khae, Saraburi, Bangkok, Thailand

<http://bridgestone.iasset.com>

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## Language

Native : Urdu

Other language:

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Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

	Understanding		Speaking		Writing
English	Reading	Listening	Spoken production	Spoken interaction	
	C1	C1	B2	B2	A1

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## DIGITAL SKILLS

• Microsoft Office	• Expert Level
• Microsoft Word	• Expert Level
• Microsoft Excel	• Expert Level
• Microsoft	• Expert Level
• PowerPoint	• Expert Level
• Outlook	• Skilled Level
• Social media,	• Knowledgeable Level
• Facebook	• Average Level

### Skillsoft E-learning Courses

Course Name	Type	Year
1. Business continuity progress	Business	2022
2. Expert insight on emotional intelligence	Business	2021
3. Expert insight on discovering your strength	Business	2021
4. Expert insight on difficult conversations	Business	2021
5. Expert insight on customer relationship	Business	2021
6. Expert insight on listening	Business	2021
7. Negotiating well and going for the close	Business	2021
8. Agile principles and methodology	Business	2021
9. Expert insight on negotiation	Business	2020
10. Getting started	Business	2020
11. Business analysis professional effectiveness competencies	Business	2020
12. Personal skill for effective business analysis	Business Analysis	2020
13. Do we have a failure communication	Communication	2022
14. Expert insight on creative thinking and brainstorming	Creative thinking	2020
15. Expert insight on digital marketing	Digital marketing	2020
16. Expert insight on innovation	Innovation	2021
17. The people and planning in Marketing	Marketing	2022
18. The basic marketing	Marketing	2021
19. Report & analysis tools	MS office	2022
20. Inserting, Importing & Formatting Data	MS office	2022
21. Create graphics and diagram	MS office	2022
22. Inserting and manipulating text	MS office	2022
23. Using basic formulas	MS office	2022
24. Creating charts and graphs	MS office	2022
25. Using PowerPoint 2016 with office 365	MS office	2020
26. Using Excel with office 365	MS office	2020
27. Formatting data	MS office	2020
28. Planning an effective presentation	MS office	2020
29. Expert insight on presentation skills	MS office	2020
30. New project manager essentials	Project business	2020
31. Setting up projects	Project management	2022
32. Expert insight on selling essentials	Selling	2020
33. Expert insight on social media marketing	Social media	2021
34. Expert insight on managing virtual teams	Virtual management	2022