



Arshad Subhani

Objective

A position in which my organizational abilities, interpersonal skills, professional education, analytical thinking and experience become beneficial for the company and for myself.

Al Rabie Saudi Foods Company – Saudi Arabia

MARKETING MANAGER (DRINKS CATEGORY) JAN 2019 TO MAR 2022

Acting as a brand champion both internally and externally and ensuring full compliance with the brand guidelines and messaging across all solutions

- To Maximize category turnover through proactive management strategies.
- To Incorporate suggested changes to layouts and promotions to drive sales.
- To Establish budgets for planned activities and controlled expenditure to meet targets.
- To Optimize sales methods to best engage, acquire, and retain customers.
- To Oversee planning and execution of targeted sales and marketing strategies.
- To Collaborate across teams to develop key messages for campaigns, programs and content syndication including thought leadership, market reports, surveys, and client success stories.
- To Evaluate & optimize the marketing and pricing strategies.
- To Analyze the market trends and prepare forecasts (Using Nielsen RMS data)
- To Generate new business leads.
- To Design & deliver scalable marketing programs and campaigns that provide value added content that is suited to consumers & customers' needs as well as interests
- To Increasing brand awareness and market share.
- To Coordinate marketing strategies with the sales, Finance & Advertising Agency.
- To Develop & managing the marketing department's budget.
- To Oversee Trade Marketing and promotional campaigns.
- To work closely with S&OP

Al Rabie Saudi Foods Company – Saudi Arabia

HEAD TRADE MARKETING & PRODUCT BRAND MANAGEMENT

JAN.2014 TO DEC 2018

- Defines Category trade marketing KPIs across all categories in the country

- Contributes to category marketing plans, with customer & category analysis and promotional strategy
- Leads and supports trade marketing team in developing and implementing promotional strategy in line with brand priorities and media plans across the Kingdom
- Presenting Category strategies/ vision and 4P strategy to our customers
- Key contact for the Marketing Director and Brand Marketing team with regards to all promotional and customer activity
- Plan, develop and direct marketing efforts for a particular brand or product
- Assist integration of campaigns with brand consistency
- Track consumer and market insights by reviewing metrics such as sales volume, market share, profit projections, pricing and distribution, and by conducting consumer research
- Analyze sales data to update a brand or category portfolio, determine new products and delete underperforming products
- Work closely with departments such as manufacturing and R&D to consult on package and product as it relates to branding
- Write reports, specifications and creative briefs

Al Rabie Saudi Foods Company – Saudi Arabia

HEAD CATEGORY MANAGEMENT

AUG. 2004 TO DEC 2013

- Preparation, implementation and evaluation of Marketing plan.
- Initiation, implementation and monitoring of sales promotion campaigns.
- To monitor the Brand Health of the product.
- To analyze market opportunities & developing marketing strategies based on market information, trends, behavior & competition.
- To make sales & Marketing Plan for New Product Launches.
- Making strategies for Vertical and Horizontal Growth through competitive availability and visibility.
- To develop, plan & execute innovative promotional plans with the non-trade & across brand promotions.
- To carry out regular market audits (availability, visibility, competition, market intelligence).
- To do BTL planning & execution in collaboration with sales & distribution.
- To Synchronize ATL & BTL campaigns.
- Demand forecasting planning.

ACHIEVEMENTS

- a) Became the Leading Brand in JNSD (Juice-Nectar-Still Drinks) Industry in Year 2019
- b) Achieved Bronze Medal in the Individual category of Al-Rabie "Itqan Excellence Award" Year 2013
- c) Registered Double growth (20%) more than the industry in our Still Drinks Category in year 2010
- d) Registered Double growth (43%) than the industry in our Pasteurized Juices Category in year 2009
- e) Successfully Launched / executed Flavor of the month promotion on our Juices in year 2008, lead towards tremendous sales achievement.

SUN FOODS ISLAMABAD, PAKISTAN

JAN. 1998–AUG. 2004

SUN FOODS'S SYNOPSIS INCLUDES

- ❖ Pioneer in the Import of Both **Danish & French Cheese** from Dubai & France
- ❖ Exclusive distributor of Car Freshener (**Little-Trees**) for the Territory of Pakistan
- ❖ Quality Audit Approved Company by **General Mills** for Distribution of **Häagen- Dazs** Ice Cream for the Territory of Pakistan.
- ❖ Exclusive distributor of **Ocean Spray** Juice for the Territory of Pakistan.
- ❖ Sun Foods is one of the Prominent Clients of **NTDE** (National Trading & Developing Establishment) Dubai for Imports of various confectionery items & commodities.
- ❖ **General Trading Company** Carlstadt NJ USA one of the newly established business Associates of Sun Foods.
- ❖ Exclusive Distributors of Jacali Belgium Chocolates for the territory of Pakistan
- ❖ Exclusive Distributors of Ducdo Belgium Chocolates for the territory of Pakistan.

SALES & MARKETING MANAGER

JAN. 2002–AUG. 2004

- Hiring of Marketing & Sales staff, their training in diversified portfolio management to coordinate the sales team.
- Holding meetings with Managers Sales & Marketing to have the latest update about the performance of their nominated areas.
- To make new Distributors for the comprehensive coverage of the market.
- To monitor the distributor's performance.
- To maintain the sales level in accordance with the sales targets and to boost the sales with different campaigns when required.
- To review the pricing strategy depending upon the marketing objectives.

SUN FOODS ISLAMABAD, PAKISTAN

JAN. 1998–DEC. 2001

SALES & DISTRIBUTION MANAGER

- To establish an effective Marketing Information System.

- To maintain and grow current relations with privilege customers.
- To analyze the markets to determine the advertising need and to further implement the advertising plan in accordance with the predetermined advertising objectives.
- To make different promotional strategies for the marketing team.
- To carry SWOT analysis for strategic planning.
- To keep update my High Dominion side by side.
- Visit the market to have updated knowledge about supplies, packages and flavors availability, competitor activity etc.
- Managing the trade and consumer promotion in the area.

Academics

DECEMBER 1997 MBA MARKETING

INTERNATIONAL ISLAMIC UNIVERSITY, ISLAMABAD.

Professional Education

- Attended 2 - days workshop on **Assortment Management** by Nielsen at Jeddah KSA
- Attended 3 – Days Workshop on **Advanced Strategic Business** Development Program at Riyadh KSA
- Attended 2 – Days Workshop on **Consumer Confidence** by Nielsen at Jeddah KSA
- Attended 3 – Days Workshop on **Retail Audit Analysis** by Nielsen at Riyadh KSA
- Attended 3 – Days Workshop on **Marketing Strategy Innovation** by Al-Rabie at Riyadh KSA
- Attended 3 – Days Workshop on **People Management Skills** by Al-Rabie at Riyadh KSA
- Attended 1 – Day Seminar on **Printing and Graphics** by Tetra Pak at Riyadh KSA.
- Attended 1 – Day Seminar on **Building Brand Equity** by Media Quest Corp. at Riyadh KSA.
- Attended 1 – Day Seminar on **Strategic Goals organized** by Tetra Pak at Riyadh KSA.
- Attended 1 – Day Seminar on **Health & Nutrition** organized by Tetra Pak at Riyadh KSA.
- Attended 3 – Days Seminar on **Managing Key Accounts – FMCG** By Mr. Jef Tan (Director Sales P&G China) at Riyadh KSA.
- Attended 3 – Days Seminar on **New Product Development** By Mr. James Graham PMP – Tetra pak at Riyadh KSA.
- Attended 2 – Days Seminar to **Marketing to Kids** by Tetra pak at Riyadh KSA.
- Attended 3 – DAYS course on **KEY ACCOUNTS MANAGEMENT** organized by TA’AHEEL KSA.
- Attended 2 – Months course of **Leader Ship training** organized by Fauji Foundation, Pakistan.
- Participated in 2 – Days workshop on **Direct Marketing** organized by SunRise Direct, A Direct Marketing Organization.
- Attended 1–Day seminar on **Logical Selling Process** arranged by Marketing Association of Pakistan.
- Attended 1 – Day seminar on **The Road to Success** organized by the Ace Learning (Pvt.) Limited at Pearl Continental Rawalpindi.
- Attended 10 – Days Training Program on **Sales & Marketing** Organized by U-Fone (A GSM Cellular Company in Pakistan