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**SYED AYUB SYED ABDUL**

**Date of Birth: 3rd of May 1967 (53 years)**

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**Seeking a new role in the areas of Sales Administration and to provide excellent service to the principals**

**Profile Summary**

A dynamic working professional with 29 years of experience in the areas of Sales, Business Development, Distribution, Channel Management, Team Management, Customer Service, Logistics, Accounts, Administration & Auditing

Proficient in English language with Knowledge of Etiquette and Protocol

Handled diverse product category like Fresh Bakery, Dairy, Ice Cream, Juice, Water, Frozen Meat, Poultry, Vegetables, Cakes, Biscuits, Chocolates, Edible Oil, Rice, Tomato Paste, Canned foods & Spices

**Departmental KPIs**

* To oversee retail sales across all the channels like Key accounts consisting of large chain super markets, Hyper markets, B Class & Lower trade
* To implement Business development plan in line with Business objectives for profitable growth
* Topline and Bottom line growth with focus on sales revenues & collections
* Sales profit & loss account based on ROI for major accounts and truck productivity for van sales
* Increase Numeric & Weighted distribution to ensure consistent organic growth
* Effective & optimized route to market strategy
* Implementation of Sales process and to engage with the team to help them succeed
* Reduction in debtor days with prior follow up on ageing
* To implement effective trade deals and consumer promotions which are conducive for growth
* Annual contract negotiation with key customers based on ROI and allocated budget
* Manpower training and development
* Provide leadership so that the team is well motivated and engaged to stay & contribute to the overall objectives of the company

**Daily & Monthly Routine responsibilities**

* Allocation of monthly Sales targets by region, channel, sales person wise based on the coverage, outlet potential and company’s business aspirations
* Building capabilities of the sales team with effective training coaching and motivation
* Daily monitoring of target V/s achievement, Calls made, productivity and the time schedule of the sales team
* Conduct regular market visits to check route coverage, competitor activities and to continuously search for new opportunities in the assigned territory
* Effective utilization of distribution fleets, branded chillers and freezers
* Distribution plan for NPD with forecasted sales
* Prepare weekly Results, Objectives and Initiatives to measure the KPIs and to streamline the daily operations

**Employment Details**

**June 19 till Present: Working as Sales & Marketing Manager for Al Ghousia Food Products Pvt Ltd Bangalore- India**

**Business Achievement**

* Effectively managing the Sales operations of the Juice division.
* Effectively building the Channel Super stockiest, Distributors, Whole sellers & Agents.
* Sourcing of Raw Materials and managing outsource logistics
* Product Forecasting, achieving smooth sales, control receivables and signing new Distributors.

**Employment Details**

**Sept 19 till May 19: Worked as a part time Accountant practicing Sales Tax under Auditors Abdul Azeez & Co; Bangalore -India**

**Key Learnings:**

* Making Accounting entries in Tally ERP 9
* Review, update and make online Goods & Service Tax payments for major clients

**Employment Details**

**May18 – Aug 19: Romana Water Industries LLC Dubai-UAE A Zubair Corporation Oman**

**Main Responsibilities**: Drive Growth and Profitability of the pet bottle business by planning, organizing and implementing the devised strategies

**Business Achievement**

* Effectively implement the route merger ensuring proper coverage and range selling
* Review and standardize the price by channel, customers, FOC slabs & discounts
* Effectively allocated the collection targets in order to bring discipline in first 6 months’ time
* Implement route ledger book to control route level credit and follow up by Sales Supervisors
* Took corrective actions after reviewing current distribution resources, key customers ROI and pricing
* Efficiently managed Revenue growth, Account Receivables, Distribution and people management
* Identified potential team players, engage, encourage and motivate the associates

**April 17 –Feb 18: Al Ghadeer Mineral Water Bottling Company LLC Masafi Oman**

**Main Responsibilities**: To develop Channel Modern Trade, Traditional Trade and achieve Budgeted Revenue with the help of Sales team for Muscat region

**Business Achievement**:

* 100% Coverage of Modern Trade. B-Class Chain Outlets and Convenient Stores.
* Placement of Chillers, Secondary Floor Displays and Target Chain Outlets.
* Meeting, sharing ideas, planning, drawing a strategy, organizing the jobs for the Sales Team
* Self-business leads with chain or group outlets to achieve channel targets.
* Conduct regular market visit to check route coverage, competitor activities and continuously search for new opportunities in the assigned territory to ensure top line and Gross profit is achieved
* Prepare weekly ROI (Results, Objectives & Issues) to measure the KPIs and streamline the daily operations

**Nov 13 – Nov 16: Al Aqili Distributions-W.J. Towel Enhance group UAE as a Business Manager-UAE**

**Main Responsibilities**: To develop Business & Channel, train &Motivate the Sales team to achieve the set objectives.

**Business Achievement:**

* Assigned roles, responsibilities & KPIs for Sales Supervisors, Sales Executives & Van Salesmen
* Successful Route Optimization plan by merging the routes based on ROI and Break Even Analysis
* Right Schedule for Van loading at warehouse to save operational cost and time.
* Revised journey plans with proper sequence, Effective call cycle of salesmen with set 20 Daily Visits,

65% Productivity and minimum drop size for effective calls in each outlet.

* Execution Drive with Extra mile activities with 10 selected Model outlets in Dubai and other regions.
* Improvisation of DSO level by bringing down aging from 120 days to 75 days

**Jul’12 – till Oct 13: United Kaipara Dairy Company (UNIKAI) Dubai as Area Sales Manager**

**Accomplishments**

* Efficiently managed a team of 3 Sales Supervisors, 3 Pre-sellers, 4 Merchandisers, 15 Van sales and 15 Sales Assistants
* Ensuring people development and delivery of business objectives.
* Giving constructive feedback to all the sales members.
* Working on Sales Business drivers (Market growth, Presence potential, Promotion potential, Placement potential, Price Potential, NPD and EPD SKU analysis.

**Mar’07- 5th July’12: Alain Food & Beverage Co; an Agthia group, Alain as Area Sales Manager**

**Accomplishments**

* Efficiently managed the Sales Operation of Alain region
* Successfully achieved sales & distribution objectives through a team of Sales Executives, Delivery Merchandisers and Merchandisers
* Effectively supervised and coordinated the sales force while ensuring optimal performance
* Ensured effective utilization of display budgets for exclusive customers to maximize profitability
* Coordinated with Marketing Team to finalize various tools required to enhance and achieve the brand visibility and objectives
* Negotiated for lucrative annual contracts with chains and retail outlets to ensure steady business
* Kept focus on each channel to maintain growth run rates with top volume customers
* Worked towards reducing stock levels & collection levels
* Evaluated the viability of existent credit clauses as per sales figures & supported Accounts Department in setting credit limit structure to minimize out-standing debts and improve liquidity
* Assured proper utilization of organizational assets (Coolers, Racks & Pallets) by placing them in prime locations and reducing abuse of such assets
* Maintained sales records and prepared reports to have proper business analysis and timely reporting of market trends to the management
* Effectively handled all customers, consumers complaints
* Liaised with HR, Supply Chain, Production & QC departments for smooth flow of the process
* Accountable to recruit competent personnel aligning with HR, also organized, trained and conducted appraisals
* Effectively captured entire Alain region with 100% coverage & visibility of beverages through direct distribution & also reaching virgin areas through wholesale agents, and around 70% with Food products.
* Worked consistently to focus on Top 25 loyal customers fetching 65% of the business which helped in maintaining healthy run rates on monthly basis.
* Managed channel Self Service, Convenient stores, Food service, Traditional trade, Schools & Modern trade.

**Jan’05 – Mar’07: Kuwaiti Danish Dairy Company, Dubai**

Jan’05 – Oct’05 Route Sales Promoter for Sharjah & NE

Nov 05 – Mar’07 Commercial Promoter for Dubai, SHJ & NE

**Accountabilities**

* To achieve targeted volumes
* Route Riding & Planning to ensure distribution effectiveness
* Drive availability, visibility at all locations on each of the routes
* Lead, guide, train the sales force for excellence and customer satisfaction
* Control market credit and be accountable for market outstanding
* Prevent abuse to company assets allocated on the routes
* Report competitor’s activities, ensure continuous business growth

**Jun’94- Dec’04: Modern Bakery, LLC Dubai**

Jun’94- May’00: Customer Service Executive

Jun’00 – Dec’04 Sales Supervisor

**Accountabilities**

* Setting the targets of salesmen individually and group wise according to the given routes
* To check the competitor activities and make a counter plan
* Assurance of proper distribution/proper execution
* Drive availability of fresh stocks
* To find new business concepts regularly
* Overall to achieve sales targets by proper planning, organizing, directing and motivating the sales team

**Highlights**

Conducted salesman ship training program to prepare future employees into a renewed understanding of their role as a Salesman and had evaluation depending upon performance factors, personal qualities and motivation.

**Jan’89- Sept’93: Chirra Electronics Pvt LTD, Bangalore as an Accountant**

**Accountabilities**

* Preparation of Receipts & Payments Account, Cash Book, Purchase & Sales Ledger
* Preparation of Trial Balance, Profit & Loss A/C & Balance Sheet
* Verification of Bank reconciliation Statement and issue payables
* Follow-up on Receivables

**Education**

* 2013 Executive MBA from Karnataka State Open University Mysore
* 1990 Bachelor of Commerce from Bangalore University

**Other Course**

* Certificate in MS-Office (Word & Excel)

**IT Skills**

* Possess knowledge of Microsoft Excel 2007, Word 2007 & Internet Applications

**Driving License**

* Valid UAE Car Driving License
* Valid Oman Car Driving License

**References**

1. **Was reporting to Biju George in W.J. TOWELL LLC ENHANCE GROUP –UAE from May 2014 – Oct 2016**

* Name of Person & Company. BIJU GEORGE –W.J. TOWELL LLC -OMAN
* Position in company. GENERAL MANAGER
* Contact Number 0096898083841
* E Mail [biju.george@wjtowell.com](mailto:biju.george@wjtowell.com)

1. **Was reporting to Narasimha Rao in last company –Romana Water Industries LLC (Zubair Corporation group) UAE from May 2018 –June 2019**

* Name of Person & Company. NARASIMHA RAO – AGTHIA GROUP (ALAIN FOOD & BEVERAGES OMAN )
* Position in company. COUNTRY MANAGER
* Contact Number 0096872333063
* E Mail narasimha.rao@agthia.com