

# Muhammad Tariq



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## Objective

My main objective is to work for a dynamic organization, where my acquired skills that can benefit from my expertise as a results-driven professional with a track record of success. I am confident in my ability to make an immediate and long-term contribution to any organization.

## Career Profile

Top-Performing Supervisor with over 4 years of diverse professional experience in FMCG, wants to be a driving force in a customer focused business unit and to channelize my pep focus, experience and interpersonal skills for nurturing the growth of organization.

## Skills

- ✦ Good interpersonal skills and teamwork skills,
- ✦ Ability to deal with people in a friendly and confident manner,
- ✦ Positive attitude and energy
- ✦ Time management and meet deadlines
- ✦ Adaptability and flexibility
- ✦ Professionalism and work ethic
- ✦ Ability to prioritize and meet deadlines

## Key Areas of Strength

- ✦ Strategic Sales & Marketing Management
- ✦ Supervision & Management
- ✦ Staff Vendor Relationship Management
- ✦ Persuasive Communications/ Negotiations
- ✦ Implementing the Marketing Strategies
- ✦ Implementing the pricing strategies

### **Attock Petroleum Ltd.**

**From April 2019 to till date.**

Working as a Site Supervisor

### **Responsibilities**

- ✦ Stock Management, Loss/Gain Control & Staff Management of COCs.
- ✦ Recovery of payments within stipulated time against credit supplies.
- ✦ Implementation of HSE standards at assigned COCO Sites.
- ✦ Scheduling trainings (HSE, House Keeping, Fire Fighting, Customer Care, Tank Lorry decantation) for Forecourt Staff.
- ✦ Rectification of the maintenance issue of the assigned COCO Sites.
- ✦ Planning & conducting customer care activities at COCO Sites.
- ✦ Handling of customers complaints.
- ✦ Providing Market Intelligence to the management.
- ✦ Preparation of Emergency Response Plan for the site.
- ✦ Responsible for handling all type of bank related issues.
- ✦ Responsible for maintaining good relationship with concerned government departments.
- ✦ Preparation and conducting the result-oriented 'On the Job Training Plan' for all employees at the site.
- ✦ Responsible for overall administration and operational activities of the site.

**SAADI FOODS PVT. LTD.**

**From May 2018 to April 2019.**

Working as **Area Sales Officer Samundri, Kamalia Belt.**

Here my job description is as under.

**Professional  
Work History**

- ✦ Responsible for overall management of Indirect Sales channel.
- ✦ Responsible for planning and execution of sales targets
- ✦ Responsible to onboard professional Business partners (Distributors/Sub Distributors/Corporate & Key accounts
- ✦ Responsible to assign/liaison daily/Monthly targets to down the line team (Sales Officer and distribution sale representative)
- ✦ Responsible for monitoring of daily/monthly productivity, Effective coverage, SKUs availability.
- ✦ Responsible to maintain market share as per industry growth or as per PCI standard
- ✦ Responsible for corporate & Key accounts (Sales & Services)
- ✦ Responsible to design and execution of trade schemes to promote the business by collaboration of business partners.
- ✦ Responsible to achieve primary & secondary sales targets.
- ✦ Responsible to maintain stock levels at indirect channels.
- ✦ Responsible for FTC (Fast Tracking Conversion) through sales team
- ✦ Responsible to resolve the market problems Discounts Leakage /Breakage claims,
- ✦ Responsible to allocate the incentive / Discounts budget at retail
- ✦ Responsible to ensure merchandisers activity
- ✦ Coordination with, Shipping, Rack, Publicity department to on time execution of sales team/retailers requirements
- ✦ Daily surprise retail visits to check and ensure on time stock execution/ sales team presence in market

**English Biscuits Manufacture (EBM)**

**From: Feb, 2017 to Apr, 2018.**

(Worked as *Sales & Distribution Supervisor* in Samundri).

Here my job description was as under:

- ✦ Responsible to achieved sales target on monthly basis.
- ✦ Responsible to Hire/ Train the franchise/Distribution staff.
- ✦ Responsible for Primary & secondary sales through Distribution.
- ✦ Responsible to maintain business growth and develop new market.
- ✦ Responsible to ensure maximum utilization of POS material.
- ✦ Responsible to organize sales activity at retail (Bazaars, Parks, etc).
- ✦ Daily meeting with Sales staff Distribution.
- ✦ Daily Market visits, retail audit in assigned area.

**Philip Morris Pakistan Ltd.**

**From Mar, 2013 to Jan 2017.**

Worked As a Sales & Distribution Supervisor.

My Areas Of Responsibilities Are. ( Indirect Sales Channel)

Volume & Availability:

Responsible for achieving sales targets for the assigned Area.

- ✦ Ensure product availability through developing and maintaining new outlets and
- ✦ Customers in the assigned area.
- ✦ Retain existing outlets.

#### Market Activities

- ✚ Prepare and implement daily market visit & route riding plans.
- ✚ Develop and strengthen relationship with existing and potential dealers / retailers.
- ✚ Handle customer complaints as per defined limits.
- ✚ Advise supervisor on market development.

#### Company Assets Management

- ✚ Estimate outlets' potential for placement of company assets.
- ✚ Responsible for proper tracking and recovery of the assets from trade.
- ✚ Responsible to ensure proper maintenance, placement, display, and usage of

#### Discounting & Credit Management

- ✚ Verify discounts disbursement to trade.
- ✚ Ensure timely settlement of market accounts (discounts etc.) and claims etc.
- ✚ Tracking and timely settlement of account receivable

#### Reporting

- ✚ Monitor and report Key Business Indicators (KBIs) such as daily sales, stock return rate, outlet conversion rate etc. on regular basis.
- ✚ Track and report movements of other products in the category.
- ✚ Monitor competitor's activity and report to the supervisor through daily activity report.
- ✚ Conduct retail audit and update outlet data regularly.
- ✚ keep updated record of outlets converted and lost (with impact)

#### Personal Details

Nationality : Pakistan

Date of Birth : 01 – 12 - 1985

Languages : English /Urdu / Punjabi

Address: Chak No 475 GB Dak Khana Khas Tehsil Samundri, Dist, Faisalabad.

#### Academic Achievements

MA (Physical Edu.) 2014

- ✚ G.C. University Faisalabad.

#### Computer Skills

- ✚ Good command on operating system i.e.; Windows 98, 2000, and XP.
- ✚ Good command on making electronic worksheets in Ms Excel, Word and Power point.
- ✚ An ample knowledge of using internet.

#### Reference

- ✚ Reference
- ✚ Adnan Shahid ( Pci)