

# Muhammad Waqas

A Passionate Marketing Professional

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D.O.B: 5<sup>th</sup> December 1989

Defence Road Abdullah Street Fateh Garh Sialkot



I am energetic, passionate, curious resource with full of commitment and courage. I am ever ready to bring Innovation in the areas of dealer's management, marketing analysis and business development. I am very much eager to work in diversified and challenging environment in a leading role and add value in the success of achieving goal of organization.

## COMPENTENCY MAP

### Professional Competencies

- ❖ Analysing Market Opportunities
- ❖ Sales Management
- ❖ Dealers Management
- ❖ Trade Negotiations
- ❖ Forecasting

### Enabling Competencies

- ❖ Interpersonal Skills
- ❖ Excellent Business Communication Skills
- ❖ Passion for Learning
- ❖ Computer Proficiency
- ❖ Idea generation

## PROFESSIONAL EXPERIENCE

M.J paint Industry pvt Ltd, ( Sialkot, Narowal, pasroor, shakargarh, Daska ,Sambriyal, Wazirabaaad, Gujrat, Khariyan, Mirpur)



Working as, "Area Sales Manager" (MOLITEX Decorative Paint) 1<sup>st</sup> May Till present

Managing sales and collection in prescribed region of decorative paint. Scanning area for developing new dealers and meeting with painters and building contractors to push the secondary sales. Prepare scheme for dealers and painters.

### Responsibilities:

- ❖ Regular visits to Dealers / Painters / Building contractor
- ❖ Dealers Management
- ❖ Take order and collection from Dealers
- ❖ Ensure SO targets are achieved
- ❖ Market Visits to explore new dealers and gain market awareness/ intelligence
- ❖ Periodic / Adhoc Reporting
- ❖ Coordinate with Supply Chain / Finance / Lab to resolve dealers issues
- ❖ Conduct Sales Promoters training.
- ❖ Ledgers / Accounts Reconciliation

- ❖ Arrange Painters Training / Architects Seminars
- ❖ Help build Molitex premium brand image for all its customer.



Jotun Powder Coating Pvt Ltd, (Sialkot , Daska ,Sambriyal, Wazirabaaad, Narowal)

Working as, *"Sales Officer "* (Jotun Decorative Coatings Retail Segment.), 1<sup>st</sup> july 2014 To 30<sup>th</sup> april 2021  
Job Purpose:

Supporting the Senior Sales Executive in managing sales in prescribed region of Decorative Paints and validating new business opportunities by developing new dealers, ensuring timely collection from dealers and end users, liquidate the product through effective order taking and pitching sales calls to ensure that targets assigned are met in terms of volumes and collection.

#### **Commercial Projects:**

- ❖ Qasre Saleem Marque (Pasroor Road)
- ❖ Sharif Marriage Hall (Bajwat)
- ❖ Roshan palace (Narowal)
- ❖ One world Marque (Daska)
- ❖ Awan Marriage Hall (Pasroor Road)
- ❖ Royal Marriage hall (Sialkot)

#### **Jazz Mobilink Franchise (Sialkot Smaj one)**



Working as **" Retailer Sales Officer "** March 2013 till May 2014.

Managing sales in prescribed area oversee Franchise Sales targets and Achieved targets. Identify new business opportunities to enhance sales.

- ❖ Meet the regional Sales targets along with all KPI.
- ❖ Coordinate and follow up with franchise teams about essential day to day tasks.
- ❖ Apply retail sales & distribution techniques and knowledge to enhance profitability.
- ❖ Ensure smooth coordination with Distribution officers of franchises for stock availability and visibility.
- ❖ Analyse territories for optimum performance and continuous improvement.
- ❖ Suggest and implement retail development in the assigned area.
- ❖ Conduct daily Sales visits for reports generation and market visits.

- ❖ Report Competition intelligence for developing new plans.

### **Achievements:**

- ❖ When I joined Jotun paints my Area Sale is about **12** Million per Year and in 2019 it was **67** Million which is big achievement .
- ❖ In 2019 growth was 200 %.
- ❖ I achieve all my primary and secondary sales targets .

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### **ACADEMICS**

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**University of Management and Technology**  
**MBA (Marketing)**

### **Hobbies :**

Traveling  
Badminton

### **References**

Professional and Social reference will be furnished upon request.

