



# MOHAMMAD ASRAFUL ALAM

## SALES EXECUTIVE

### PERSONAL INFO

- +974 59970949
- asraf417@gmail.com
- Najma, Doha- Qatar
- QID: 27905017540
- Having Valid Qatar Driving License (Light)

### EDUCATION

- 2000  
NATIONAL UNIVERSITY,  
BANGLADESH
  - Bachelor of Science
- 1997  
NAZIRHAT COLLEGE, CTG
  - Higher Secondary Certificate

### SKILLS

- Ms Office
- HHT
- SAP
- Teamwork
- Time Management
- Leadership
- Effective Communication

### LANGUAGES

- English
- Arabic
- Hindi
- Bengali
- Malayalam

### PROFILE

Experienced Sales Executive with a strong background in FMCG, specializing in client management, achieving sales targets and promoting frozen food products. Skilled in communication, negotiation, and market analysis with a proven record of driving growth and ensuring customer satisfaction.

### WORK EXPERIENCE

#### Freshly Frozen Foods, UAE

2008-2013

##### Sales Executive

- Build and maintain lasting relationships with clients to ensure customer satisfaction and loyalty.
- Identify and target potential customers in retail, wholesale, and HORECA (Hotels, Restaurants, Catering) sectors.
- Build and maintain strong relationships with key clients and distributors.
- Achieve and exceed sales targets in assigned territories.
- Manage the end-to-end sales process, including order placement, follow-ups, and delivery coordination.
- Conduct market research to understand consumer trends and product demand.
- Provide regular sales reports, forecasts, and insights to the management team.
- Work closely with the operations, logistics, and marketing teams to ensure smooth execution of orders and campaigns.
- Monitor and ensure timely collection of payments.

#### Global Food Industries (Al Areesh), UAE.

2006-2008

##### Sales Representative

- Develop and execute sales strategies to achieve monthly and annual sales targets.
- Address customer inquiries and complaints promptly and professionally to ensure high customer satisfaction.
- Describe customers about product benefits, usage, and storage requirements.
- Conduct regular visits to customers to assess their needs and provide solutions.
- Ensure accurate order placement and coordinate with the logistics team for timely delivery.

● **Global Food Industries (Al Areesh), UAE.**

2003-2006

Merchandiser

- Ensure all products are displayed according to company guidelines and brand standards.
- Maintain organized and visually appealing product displays in assigned stores.
- Monitor shelf space and ensure adequate stock availability.
- Check stock levels regularly and coordinate with sales representatives to replenish products as needed.
- Identify and report slow-moving or out-of-stock items to management.
- Minimize product wastage by monitoring expiry dates and implementing rotation practices (FIFO).
- Collaborate with store staff to secure prime locations for all products.
- Assist in promotional activities, such as setting up displays for campaigns and product launches.

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## REFERENCE

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Md Anis Uddin

Branch Incharge

Gulf Exchange Co.

Asian Town Branch

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