



ASHFAQ ARSHAD

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Transferable VISA with NOC | Valid Qatar Driving License

Professional Summary

Results-driven Sales, Marketing and Administration professional with over 10 years of experience in sales, business coordination, and client management. Skilled in optimizing sales strategies, streamlining operations, and strengthening customer relationships to drive revenue growth. Adept at market analysis, budgeting, and supply chain management. Proven ability to manage accounts, negotiate contracts, and enhance business efficiency. Seeking to leverage expertise in a dynamic organization to contribute to operational success and business expansion.

Professional Experience

Sales Executive

Care N Cure Trading, Doha, Qatar

April 2020 – September 2024

- Managed sales and marketing of FMCG products across various markets in Qatar.
- Oversaw sales operations, ensuring timely collection of payments and effective revenue control.
- Coordinated promotional campaigns to enhance brand visibility and market presence.
- Organized supply chain logistics, including delivery and merchandising activities.
- Developed and nurtured strong relationships with potential and existing clients.
- Ensured trade accounts received appropriate credit terms in line with company policies.
- Monitored receivables, proactively managing collections to meet sales targets.
- Maintained high merchandising standards for key products in the market.

Sales & Business Administration

Sahara Trading W.L.L, Doha, Qatar

April 2017 – February 2020

- Led planning, marketing strategy development, and proposal processes.
- Established and maintained relationships with businesses to drive sales growth.
- Conducted cold calling, assessed client needs, and provided tailored solutions.
- Attended sales meetings with relevant tools and strategies for effective engagement.
- Managed account relationships, including contract negotiations, pricing, and billing.
- Analysed market trends to identify promotional opportunities.
- Handled sales and purchase ledgers, cash books, and administrative functions.
- Addressed and resolved client concerns to enhance customer satisfaction.

Assistant Showroom Manager

Planet Fashion - Aditya Birla Clothings, Kerala, India

February 2014 – January 2016

- Assisted in managing overall retail showroom operations.
- Maintained key accounts and ensured high levels of customer satisfaction.

- Supervised staff, ensuring efficient manpower management.
- Coordinated showroom promotions and sales initiatives.
- Controlled inventory to optimize stock levels and minimize losses.
- Handled financial management, budgeting, and accounts reconciliation.
- Prepared monthly and annual reports with graphical data representation.

Sales Executive

A M Motors – Dealer of Maruti Suzuki, Kerala, India

May 2009 – July 2010

- Engaged potential customers, supporting the sales manager in achieving department goals.
- Conducted market canvassing and identified genuine leads for conversions.
- Negotiated with clients to close deals successfully.
- Developed strategic sales approaches to enhance market penetration.
- Promoted company products and services, generating market demand.
- Created proposals and maintained accurate daily reports.

Educational Qualification

Master of Business Administration (MBA) – Marketing & HRM

Bharathiyar University, Tamil Nadu

Nehru College of Management (2011 – 2013)

Bachelor's Degree in Geography

Calicut University, India (2005 – 2008)

Skills & Expertise

- Sales & Business Development
- Customer Relationship Management
- Market Analysis & Brand Promotion
- Negotiation & Persuasion
- Budgeting & Financial Planning
- Business Administration & Documentation
- Inventory & Supply Chain Management
- Account Management & Billing
- Time Management & Coordination
- Microsoft Office Suite
- Tally & ERP Systems (EDP-ERP, Shopper-ERP)

Languages

- **English:** Professional Proficiency
- **Hindi:** Working Proficiency
- **Arabic:** Basic Proficiency
- **Malayalam:** Native Language