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MUHAMMAD ANWER

Objective

- To obtain a key position as Manager Sales & Business Development in an eminent organization which provides a favourable working environment for personal & professional development.

Professional experience

- [11-Sep-17 to date] Red Falcon Int. Gen. Tr. LLC
Sharjah, United Arab Emirates

GENERAL MANAGER

Red Falcon Int. Gen. Tr. LLC is engaged in supplying construction equipment including Tower Crane, Construction Hoist, Suspended Platform, Placing Boom, Concrete Pump etc.

As a head of Company, I am responsible to supervise overall activities of company including Sales, Purchase, Service & Maintenance, Administration, HR etc.

After I have joined the company, I have tried to identify the reason of not being able to compete in the market and have brought some radical measures including signing an OEM agreement with another Tower Crane Manufacturer in China, training and development of sales individuals, motivating the staff and streamlining the process.

When compared to the previous two years to 2018, the company's sales has been recorded to be double of the whole 2016 & 2017. Though most of the sales is yet to be invoiced, the sales department keeps enough back-orders in hands.

- [27-Nov-15 to 8-Sep-2017] Greaves Pakistan Private Limited Karachi, Pakistan

MANAGER PRODUCTS DEVELOPMENT & SALES

Greaves Pakistan is part of Ghulam Faruque Group which ranks among Top 20 Business groups in Pakistan. The company is engaged in providing solutions to industrial sectors including **Solar Power**, Power Generator, Lifts & Elevators, Pumps and other heavy machinery.

- Determine market trends & recommend the nature and scope of present and future product lines by reviewing product specifications and requirements appraising new product ideas
- Develop new suppliers / manufacturers for the approved products. Negotiate & establish formal agreement with them.
- Prepare market strategy for new products, business plan and penetrate the sales strategy

- Execute Market, Industry, products and customers analysis to enhance sales growth
- Identify trendsetter ideas by researching industry and related events, publications, and announcements; tracking individual contributors and their accomplishments
- Screen potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities
- Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations

[24-Feb-14 to date] Red Falcon Int. General Trading Co. LLC Sharjah, UAE

MANAGER SALES & OPERATIONS

- Continuously search areas for Business & Product Development and introduce them to UAE/GCC region.
(some of my latest development are Komet Group – Germany (for Tooling), Kosovit Mas – Czech Republic (Machine Tools), Gardner Denver (Bottarini Compressors), Elcos – Italy (for Generators)
- Supervise team of Sales Executives & Engineers for complete activities of Sales & Operations (monthly maintenance contract) within UAE for Mobile Cranes, Tower Cranes, Placing Booms, Construction Elevators, Heavy Machines, Lifting Equipment, Industrial Machines, Packaging Machines and Consumables, Process Equipment, Compressors & Pumps and Hardware Tools.
- Developing Business through channel in Oman, Qatar, Bahrain & Saudi Arabia.
- Managing After sales team for the operations through GCC.
- Supervising overall activities of Installation, erection and dismantling of Red Falcon equipment within GCC.

➤ **ACCOMPLISHMENTS**

- AL SHAFAR GENERAL CONTRACTING CO
04 TOWER CRANES OF RF300.16
05 TOWER CRANES OF RF160.12
- VALUE: AED 7.45 MILLION
- EMIRATES CONTRACTING COMPANY LLC
04 TOWER CRANES OF 120.10
- VALUE: AED 2.7 MILLION

[6-Sep-12 to 31-Dec-13] Al Ruqee Trading & Contracting Co

- Al-Khobar, Saudi Arabia
(www.alruqee.com)

- ❖ **Commercial Team Leader**

- ❖ **Sr. Sales Engineer**

- Managing After sales team for the operations through GCC.
- Supervising overall activities of Installation, erection and dismantling of Red Falcon equipment within GCC.

COMMERCIAL TEAM LEADER'S ASSIGNMENT

- Responsible for overall Operations & Commercial activities of Downstream Division for Welding Machines, Welding Electrodes, Consumables, Metal Alloys, Fume Extraction System and Other Consumables, Machine Tools (CNC & Manual Turning, Milling, Boring, Grinding etc) and Workshop Equipment (Drilling, Slotting, Bandsaw, Shearing, Press Brakes, Iron Steel Worker, Plate Rolling, Balancing Machine etc), Process Equipment (Heat Exchangers, Oven & Furnaces - Nebertherm & Unitherm), Overhead Cranes
- Source Manufacturers/Suppliers for the supply of items received in RFQ from SABIC affiliates
- Solely responsible for all commercial activities of Project (some recent projects: Roll Stop System, 230 Ton Overhead Crane, Automatic Wrapping & Strapping System, Vacuum Cleaning System for Hadeed – a SABIC affiliate). The responsibility included sourcing, budgetary proposal, follow up both with supplier & Manufacturer.
- Supervise a team of 5 coordinators for smooth operations of sales-support activities which includes timely receiving of RFQs/RFPs/Bids, sourcing suppliers, receiving quotations from foreign principals, timely submission of Bids/Quotations, Follow up for order, placing order on foreign principals, payment requisitions to accounts department, ensure timely delivery of material from principal, manage logistics, customs clearance and timely delivery of materials at customer's site.

SR. SALES ENGINEER'S ASSIGNMENT

- Mainly responsible for Sales & Business Development of Machine Tools (CNC & Manual Turning, Milling, Boring, Grinding etc) and Workshop Equipment (Drilling, Slotting, Bandsaw, Shearing, Press Brakes, Iron Steel Worker, Plate Rolling, Balancing Machine etc), Process Equipment (Heat Exchangers, Oven & Furnaces - Nebertherm & Unitherm), Tooling (Walter, Vertex), Power Tools & Industrial Tools
- Visit SABIC affiliates for Business Development

- **ACCOMPLISHMENTS**

- SABIC PLASTIC APPLICATION DEVELOPMENT CENTER
MECHANICAL LAB.TURNKEY PROEJECT (SPADC-SABIC)
- VALUE: SAR 3.45 MILLION

- SIPCHEM LDPE TURNKEY PROJECT
- VALUE: SAR 6 MILLION

- [Jan 14,2008 to Aug 31, 2012] Greaves Pakistan (pvt) Ltd. Karachi (Greaves Pakistan (pvt) Ltd (An Engineering & Indenting company) is a sister concern of Ghulam Faruque Group(www.gfg.com.pk))

(I was appointed as Sales Coordinator but was later promoted to Assistant Manager Sales. Below are my responsibilities)

Assistant Manager Sales

- Mainly responsible for sales of Compressors & Dispensers, Heavy Machineries (Forklifts, Packaging Machines & Consumables),

Industrial Equipment.

- Participation in Tenders, sending requests to principals and timely preparation of Tender Documents, Earnest Money etc.
- Continuous Research & Development for introducing new areas of business.
- Independently corresponding with Principals/Foreign vendors for timely follow up with all the enquiries/sales opportunities.
- Represent Business Relations as the central escalation point for customers & Gather and continuously monitor customers' feedback

- [April,2004 to Jan-08] Coastal Converters (Pvt) Ltd. Hub Balochistan (Coastal Converters, a company of Coastal Group, manufactures Paper Films POY, DTY, HDY etc)

Commercial Officer

- Maintain pipeline and proposals database to identify and track opportunities and proposals by Customer and Product requirement.
- Manage integrate and control the sales and contact strategy for the defined customer base.

- Support Commercial communications in support of the business objectives.
- Specify documentation and format including all internal documentation required for approval purposes and manage the process ensuring that documentation is provided from the Operational Team to the required schedule.
- Ensure that changes in contract scope are identified and contract variations are negotiated with the customer.

- [Oct,2000 to Mar, 2004] Integra Trade & Marketing Karachi
(Rice Processing & Export Firm)

Production & Logistics Officer

- Managing and Supervising process methods (Raw Material, Processing, Filling, Weighing, Packing, Finished Goods and Dispatch)
- Managing all inward & outward vehicles/stock
- Forwarding Orders of Exports to Processing Plant
- Giving and taking orders for sales & Purchases.
- Updating Head Office with all related tasks

Education

- [2001] University Of Karachi
- **Bachelor of Commerce**
- [1999] Jinnah Govt. College Nazimabad Karachi
- **Intermediate (Pre-engineering)**
- [1996] Madrassa Faiz-ul-Islam Baldia Town Karachi
- **Matric**

Languages

Speak : ENGLISH & URDU

Write : ENGLISH, URDU & ARABIC

Read : ENGLISH, URDU & ARABIC

Reference 1

1) MR. UBAID YOUSUF CHAPRA
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Reference 2

2) MR. ABDUL BARI
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Last Drawn**Salary & Benefits**

- Salary : AED 15,000
- Company Maintained Car
- Postpaid Mobile Connection with Handset
- 30 paid Annual Leaves with annual return ticket
- Health Insurance (both hospitalization & OPD)

Personal

Father's Name	:	Muhammad Shareef
Date of Birth	:	04-April-1980
Age	:	38 Years
Marital Status	:	Married
Driving Licence	:	Valid UAE Driving Licence
Cell #	:	+971557950899