


# Muhammad Aquib Haseeb

<p><b>Objective</b></p>	<p>To pursue a challenging career in customer &amp; channel development to enhance my skills and capabilities as per my academic qualification and experience by becoming an aggressive member of the dynamic team.</p>
<p><b>Education</b></p>	<p><b>September 2001 – August 2003</b></p> <p><b>Masters in Business Administration –MBA (Marketing) from HIMS,</b> Hamdard University Karachi Pakistan.</p> <p><b><u>Elective Courses</u></b></p> <ul style="list-style-type: none"> <li>+ Product Management</li> <li>+ Consumer Behavior</li> <li>+ Sales Management</li> </ul> <p><b>September 1999 – July 2001</b></p> <p><b>Bachelor of Commerce – B.COM from Karachi University, Pakistan.</b></p>
<p><b>Experience</b></p>	<p><b>Country Operations Manager</b></p> <p><b>Location: Saudi Arabia - KSA</b></p> <p><b>Smollan Group Holdings</b></p>  <p><a href="http://www.smollan.com">www.smollan.com</a></p> <p><b>Major Clients :</b> Unilever, Binzagr, Suntop, GTCL,</p> <p><b>Period: Since: Jan 2017 to-date.</b></p> <ul style="list-style-type: none"> <li>+ Managing entire business with multiple FMCG clients business handling exist in all the major categories with 700+staff.</li> <li>+ Established E2E business strategy in developing business execution model by constructing teams across the Kingdom by having operational structure in 22 branches with the presence of 45 cities.</li> <li>+ Modern trade, General trade and Pharmacies channel expertise in allocating staff for the execution in Urban and rural markets including JRD.</li> <li>+ Successful delivery of rolling out Perfect Stores program and implemented assigned Merchandising KPIs to drive vertical growth for the business and overwhelming client services by exceeding SOS and Planogram tracking target vs achievement by 80%+ MTM.</li> <li>+ Doubled the relevant coverage in the period of 12 months by providing market indept insights to increase the market coverage and tapped new</li> </ul>

potential stores for incremental sales growth by expanding business across KSA.

- ✦ Build team capability by engaging teams B2B training sessions to uplift the skill sets to ensuring Sales and Merchandising KPI improvement in the assigned customers.
- ✦ Channel architecture development as per other markets to define the right assortment of product and resource allocation.
- ✦ Front end and Back end audit compliance development for the cost efficient model and results declaration from unbiased medium.
- ✦ Ensuring Saudization for each business unit by creating career excitement plan for the local staff by attracting through SBS
- ✦ Client expectations matrix successful implementation for 121 alignment from the grass root level to the top management of each client.
- ✦ Responsible to deliver the P&L targets with sustainable business growth by fully aligned strategy in place YoY.

## Client Director

**Location: Pakistan**

**Smollan Group Holdings**



[www.smollan.com.za](http://www.smollan.com.za)

Major Clients : Unilever, BAT

**Period: Since: November 2013 to Dec 2016.**

- ✦ Lead Perfect Stores (Merchandising team) by ensuring robust implementation of Unilever KPIs successfully implemented to increase the stores thurput and evaluate the stores ROI positive.
- ✦ Responsible to deliver the P&L targets with sustainable business growth by fully aligned strategy in place YoY.
- ✦ Build superior talent within team to escalates growth culture for each level and build competitive environment with excitement towards achieving their individual goals.
- ✦ Setup business structure to meet client expectations with profitable growth and efficiency into the system/procedure.
- ✦ Review monthly performance of management team member and guide to bring more out of his job.
- ✦ Exceeding from targets by directing, coaching and controlling the activities through cross functional involvement and guiding them.
- ✦ Collaborate stakeholders to ensure maximum brands sell out exposure and yield from trade Promotion budget.
- ✦ Align Zonal/regional teams on clients targets & get full buy-in of the same; directing & motivating teams in achieving Company/Client goals by focusing on non-negotiable objectives.
- ✦ Resource optimization to drive efficient business model, be an effective link between various functions within the organization & with the Clients

and field teams, implement all market activation activities in order to achieve impact at point of purchase.

- ✦ Completion to place the transformation process successfully; and achieved consistent growth in performance – Sustainable business growth and Perfect Stores compliance YoY.
- ✦ Calibrate annual score cards for the business and functions to deliver the growth targets; plus adding value for the over delivery of client score cards through business efficiencies.
- ✦ In-depth negotiation with all functions like customer marketing, operations, channel teams, Commercial and OI to devise the customize strategy to focus as a team towards single objective.

## **National Merchandising Manager:**

**Unilever Pakistan Limited,**

**Location: Pakistan**



Period: Since June 2012 October 2013.

- ✦ To develop and execute the retail strategy activities specific to drive brands with optimal use of resources and material with customize approach for each channels/category.
- ✦ Achieving planned in store and on store visibility targets in the identified markets gaining an edge over competition and brand visibility.
- ✦ Devise performance monitoring dashboards and tracking to support field teams and national scoring for month/week/YTD.
- ✦ To develop and execute the annual BTL plan / calendar including promotion plans in line with the cycle calendar and trad category plans.
- ✦ To exploit the sales potential available and maximize the brand awareness / image in the targeted area through creativity of brand's visibility maximizing sales thruput by engaging pre/post analysis of sales trend.
- ✦ To make the system for effective control for activation, in-store merchandising techniques.
- ✦ Lead and provide direction to all the field staff by involving in all Journey Cycle meetings to support regional teams.
- ✦ Planning, budgeting, executing, monitoring and controlling all the current on-ground activities.
- ✦ Monitoring competitor's activities to support shopper marketing team to initiate counter activities.

## **New Initiative Manager.**

**Unilever Pakistan Limited,**

**Location: Pakistan.**



**Period: Since July 2011 to May 2012.**

- + Responsible to drive the UPL – NI objectives by enhancing organization size through expanding distribution coverage in emerging markets on the concept of More stores, better stores and better served – MBBS.
- + Deal with customer/trade marketing team to customize of their strategy according to target market/channel to create win win situation.
- + Primary and secondary stock management at distribution location; proactively raise demands for smooth pipeline management - CCFOT.
- + Create liquidation plan and inter-distributor stock management to keep the investment in the right shape.
- + Identify gaps of availability to support the field team; visibility drive in cluster market to increase shopper frequency.
- + Focus on shelf availability – OSA and share of shelf – SOS according to the market share at POP level with right proposition and Shelf standard to create excitement among consumer & shopper to get their desire product with ease.
- + Establishing emerging channel focus distribution network to develop potential in it.
- + Delivering Rural and RTM Growth Agenda by planning & executing field plans (Fountainhead, RTM distributors, Van Operations etc) for designated Geography.
- + Established centralize Cosmetic Distribution network for Karachi; with increasing affluence, beauty category will lead profitable business growth in HPC.
- + At present beauty brands in Unilever Pakistan to inculcate a beauty culture and achieve competitiveness in cosmetic channel; where diversified concept of market service engaged in a structured manner effectively.

## **Sr. Operation Manager – Wall’s Division.**

**Unilever Pakistan Limited,**

**Location: Pakistan.**



**Period: Since December 2007 to June 2011.**

- + Managing team of territory managers and distribution network in the assigned markets to capitalize business profitability and maximize the market share.
- + Works on multiple projects related to Ice cream business for enhancing business profitability of distributors.
- + Improve the sales volume by enhancing width and depth of business by making corrective measures in distributor’s network.

- ✦ Asset Management within area to track down their accountability through implementing different monitoring tools.
- ✦ Cross-channel/business exposure leads to handle regional position in various occasions in absence of line manger.
- ✦ Market demand forecast and tapping emerging markets to increase the numeric and weighted distribution.
- ✦ Team building and their coaching to keep them on the same desirable track to deliver assigned targets/Objectives.
- ✦ Engage business partners in their own SWOT analysis to bring positive results in the business and provide enhanced services in their respective areas.
- ✦ Focus on long term business strategies to get strengthens relationship with customers.
- ✦ Proactive business approach to cater upcoming challenges.

## **Sr. Area Manager.**

**Unilever Pakistan Limited,**

**Location: Karachi Sales Region.**



Period: Since January 2005 to November 2007.

### **Responsibilities:**

- ✦ Addition of 909 business relevant outlets in the outlet base by extending distributor coverage till Ghaghar Phatak and NHW outskirts.
- ✦ Experience to handle combination of Urban & Rural target market and their customers.
- ✦ Administratively managed the affairs of Warehouse for ensuring smooth flow of supplies in the territory.
- ✦ Improving SKU's presence and visibility through effective promotional and merchandising approach.
- ✦ Ensuring that business objectives are achieved according to UPL policy.
- ✦ Planning & implementing new SKU's launches/re-launches.
- ✦ Highly focused on competitors' activities in the market.
- ✦ Execute promotional scheme and trade offers given by the Company.
- ✦ Plan the Sales Operational Program for each quarter.
- ✦ Assign targets to the Distributor Sales Representative's on weekly basis and monitor their achievements on daily basis.
- ✦ Estimates stock requirements and ensure the availability of stocks at the distributor place for the territory on weekly basis.
- ✦ Analyze the credit given in the market by the distributor and recommend where necessary.
- ✦ Territory Analysis from each aspect to make the distributor's operational activities more profitable.
- ✦ Motivate Distributor to deploy resources to avail the opportunities.

## **Senior Market Development Officer**

**Coca Cola Beverages Pakistan Limited,**

**Location: Karachi.**



Period: Since September 2003 to December 2004.

### **Responsibilities:**

- Active new outlets and strike on to the competitor's exclusively running product outlets in beverages, Divert them to convert those as our loyal trade partner through an exclusive deal for gaining incremental volume by creating win win situation.
- Brief Sales Merchandizing Officers on focusing more on our existing outlets to secure volume. Interaction with SMOs' for reviewing their daily sale calls and the productivity on daily basis, guiding the SMOs' for resolving market issues as a regular feature.
- Recommend injection of company's assets on the retail outlets through intuitive judgment of its potential.
- Ensure impulse purchase points integrity and manage accountability of Equipments deployed in the market.
- To monitor and plan market research and retail audit for improving company's sales.
- Results are found to be highly productive, in terms of coverage, productivity, combating with OOS situation.
- Emphasis is to develop best trade relation in the market.
- New outlet activations have also given a boost in the sale volume, and incremental sales volume versus last Year from the existing business through giving target incentive within a specified time.
- Success stories in terms of volume growth in the territory of 1.5 ml PET and 250ml NRB.
- Managing and effectively utilizing merchandising, promotion and trade Offers.
  
- Impulse purchase point displays are significantly improved through good customer relationships.
- Involve and guide Sales Merchandizing Officers in short term and long terms strategic business planning.
- Efforts of the team was duly acknowledged and appreciated by the Top Management of the company.

<p><b>PTC Internship</b></p> 	<p>Worked in <b>Pakistan Tobacco Company</b> (A member of British American Tobacco) as an Internee, during the internship carried out a project on <b>Brand evaluation</b> of newly Launched Wills International.</p>
<p><b>Courses/Workshops</b></p>	<ol style="list-style-type: none"> <li>1) <b>Basic Call Procedure – BCP (6X9)</b> training conducted by STM at Regent Plaza on March 2006.</li> <li>2) <b>Field Coaching Session</b> in Regent Plaza Conducted by STM of UPL on September 2006.</li> <li>3) <b>Building Customer Relationship Course</b> Conducted by Mrs. Andleeb from Navitus Learning House at Pearl Continental Hotel on August 2005.</li> <li>4) <b>Essential Territory Management Course – ETOM</b> conducted by ASTM of UPL at Regent Plaza on September 2006.</li> <li>5) <b>Living for Results</b> from Navitus Learning House conducted by Farhan Kamally in October 2006.</li> <li>6) <b>Seven Habits of Highly Effective People</b> 02 days training course Conducted by National Training Manager – UPL in May 2007.</li> <li>7) <b>Fundamental of Ice Cream</b> 02 days workshop Conducted by Aalana Training Center in Avari Towers in February 2008.</li> <li>8) <b>Business Objects XI Release II</b> training course Conducted by Sidat Hyder.</li> <li>9) <b>Effective Leadership Skills</b> 02 days residential course conducted by Mrs. Rubina Jamal at LCC, Lahore.</li> <li>10) <b>NEW LEADERS</b> 02 days workshop by Track International in PC Lahore, Dec 2008</li> <li>11) <b>Unbeatable General Trade</b> 02 days residential workshop by GT - Sales Director and Category Manager in Dream World Karachi, October 2009.</li> <li>12) <b>SAP – PI Transform</b> functions to become frictionless, agile, and transparent as part of RPL held in <b>Pan Pacific Dhaka, Bangladesh.</b></li> <li>13) <b>Team Immersion Skills– Johannesburg/Durban</b> 15 days training with cross functional leads in South Africa in 2013.</li> <li>14) <b>MAESTRO – Cape Town</b> 06 days leadership and team coaching course by Exeter International <a href="http://exeter.com/">http://exeter.com/</a> In 2014.</li> <li>15) <b>High Performance Culture – Dubai</b> 03 days training on creating HPC within organization by Marc Eyres/Justin Vierea. In 2015.</li> <li>16) <b>Growing &amp; Winning Business – W Singapore hotel</b> 02 days' workshop by WPP in February 2016</li> </ol>

## Achievements

- Best territory for **Supreme Sachet Display** activity in the year 2005.
- Best territory in Regional Competition of **Sunsilk Black Storm** in 2006.
- Best territory **Fair & Lovely Cheeta Competition** in the year 2006.
- Best territory **Personal Wash – Lifebouy & Lux Display Drive Competition** in 2006.
- **Wholesale Loyalty Program (Round 1 to 4)** consistent volume target achievements in Karachi Sales Region, Area IV – Period July 2006 to July 2007.
- Won of **Personal Wash – Lifebouy & Lux Display Drive Competition** in Q2-2007.
- Initiated & implemented **Territory Hierarchy Module** in ULTRA Systems in 2007 – **Appreciation letter from ULTRA Team.**
- Won Best Launch competition of **Cake Brownie** nationally in 2008.
- Achieve highest numeric distribution competition of **Magnum** in 2008.
- Won Best Area Competition in **Feast Chocolate** nationally 2009.
- Won competition of **Black Forest cake** in 2009 nationally.
- Won Best Area Manager Trophy in 2009.
- Best Launch award on “**Badami**” in 2010 in KSR.
- Won Best Area Manager Trophy in 2010.
- Nominated to represent Pakistan – Ice Cream business in **U2K2 workshop** for 03 Weeks in Dhaka, Bangladesh. October, 2010.
- Member of **Frontrunner program** of Unilever Pakistan Ltd in which multiple function exposures and assignment is in progress under supervision of functional head since March – 2011 to enhance capability on each individual to create future leaders.
- National award for “**Bias for Action**” by Chairman UPL, 2012.
- Nominated by CDLT for the **Joint Venture** with Smollan; landing the structure with 100% operational within a year 2013.
- Achieved **Gold criteria** against the business score card for Smollan Pakistan since established 2013-16.
- Consecutive 02 years **highest score in Perfect Stores** in 2014-15 –**74%** and **89%**respectively.
- Highest **resource optimization** driven in 2014-15 with the management scale of 2012 with addition of 25 new towns with 10,000 Stores.
- Fastest Hot Zone execution driven within 04 weeks’ time with **84% compliance results** reported by neutral 3P results 2016.



	<ul style="list-style-type: none"><li>▪ <b>Excellence Award</b> in constructing sustainable model for Audit compliance in 2018.</li></ul>
<b>Computer Skills</b>	<ul style="list-style-type: none"><li>▪ <b>Diploma in Computer Sciences</b> from Petroman Training institute from Karachi, Pakistan.</li><li>▪ <b>Business Objects XI Release II.</b></li><li>▪ <b>ULTRA/CIS/QLKVIEW.</b></li><li>▪ <b>Power BI, Microsoft Office/Outlook/IE</b></li></ul>
<b>Personal</b>	<p>Date of Birth: 22<sup>nd</sup> of October 1979. Marital Status: Married. Iqama: Transferable. Mobile number: +966-599014047 Based City in KSA : Jeddah. Email: <a href="mailto:aquibhaseeb@gmail.com">aquibhaseeb@gmail.com</a>;</p>