



# Muhammad Saleem

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Sales Professional | FMCG Sector

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## Professional Summary

Accomplished sales and distribution professional with over 17 years of experience in managing FMCG operations across Punjab. Proven track record of team leadership, distribution expansion, sales forecasting, and revenue growth. Skilled in route-to-market strategies, territory development, and brand activation. Seeking a challenging leadership role to drive sales excellence and business growth.

## Key Skills

Sales & Distribution Management, Route-to-Market Execution, Team Leadership & Training, Target Forecasting & Achievement, Dealer & Distributor Network Management, Sales KPIs & ROI Analysis, New Product Launches, FMCG Operations, Market Activation & Trade Marketing

## Professional Experience

### FMCG Distributor – Self-Employed

Aug 2018 – Present | Chiniot Region

- Manage complete distribution operations for multiple FMCG brands.
- Lead a sales team; assign monthly targets, monitor KPIs, and ensure consistent performance.
- Handle supply chain, inventory, client relations, and team incentives.
- Achieved consistent YOY growth in sales and numeric coverage.

### Assistant Sales Manager – Master Molty Foam Pvt Ltd

Mar 2018 – Aug 2018 | Sargodha Area

- Supervised a 12-town region, overseeing 23 direct dealers.
- Managed forecasting, dealer targets, and performance tracking.

- Developed area-specific sales strategies improving product penetration.

### **Area Sales Manager – Hilal Foods Pvt Ltd**

Mar 2017 – Feb 2018 | Sargodha Region

- Managed 28 towns and led a sales team across key areas (Sargodha to Mianwali).
- Doubled outlet coverage from 1238 to 2500 through biker activation and rural expansion.
- Revived closed territories, improving numeric coverage significantly.
- Executed Ramadan bazar campaign with strong powder drink sales.

### **Area Sales Manager – Al-Tahur Ltd (Prema Milk)**

Jul 2016 – Jan 2017 | Faisalabad

- Launched Prema milk/yogurt in Faisalabad market through strategic partnerships and key account activation.
- Installed branded chillers at key accounts to maintain freshness and visibility.
- Conducted competitive market analysis for positioning and pricing strategy.

### **Territory Sales Manager – Engro Foods Ltd**

Jul 2012 – May 2016 | Faisalabad & Jaranwala

- Drove volume, numeric coverage, and value through distributor management and route optimization.
- Successfully launched Tarang Elaichi; initiated new SDs across territory.
- Achieved highest 18k LPD in multiple months; awarded zone-wide sales champion award.
- Executed merchandising and trade marketing plans across urban and rural belts.

### **Sales Admin Officer & Data Entry Operator – Engro Foods Ltd**

Mar 2008 – Jul 2012 | Faisalabad Region

- Supported regional operations, analyzed sales data, and coordinated with field teams.
- Monitored distributor ROI, sales KPIs, and incentive calculations.
- Created dashboards and reports in Excel and PowerPoint.

### **Finishing Supervisor – Masood Textile Mills Ltd**

Mar 2007 – Mar 2008 | Faisalabad

- Supervised quality control teams in garment finishing.
- Ensured production compliance and audit readiness for exports.

## Education

Degree	Year	Institution
MA Education	2010	AIOU
Computer Course (6 Months)	2008	Orbit Institute, Faisalabad