



# Muhammad Akash Ahmad

*Business Graduate*

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*Results-driven Sales & Business Development professional with over 6 years of experience managing key dealer accounts, trade networks, and high-volume territories across FMCG and industrial sectors. Proven track record of achieving quarterly and annual sales targets, expanding dealer networks, and driving double-digit revenue growth. Strong expertise in key account management, business development, SAP SD, pricing strategy, and distributor performance management.*

## EDUCATION

**Bahuddin Zakariya University, Multan (IMS Department)**

**2019-2021**

*MBA (Marketing) – CGPA/Grades: 3.53*

**Relevant Courses:** Strategic Marketing, Brand Management, Leadership & Organization Behavior, Strategic Management, Service Marketing.

**University of Education, Lahore**

**2015-2019**

*BBA Hons (Marketing) – CGPA/Grades: 3.31*

**Relevant Courses:** Principle of Marketing, Marketing Management, Organizational Behavior, Entrepreneurship, International Marketing, Marketing communication.

**City College of Science & Commerce Multan**

**2013-2015**

*FSC (Pre-Engineering) Marks: 624/1100*

**Relevant Courses:** English, Urdu, Physics, Chemistry, Mathematics, Pakistan Studies and Islamic Education.

**Nishat Group of Schools & Colleges Multan**

**2011-2013**

*Matriculation Marks: 780/1050*

**Relevant Courses:** Biology, Physics, Chemistry, English, Urdu, Mathematics, Pakistan Studies, Islamiyat.

## EXPERIENCE

**Ghandhara Tyre & Rubber Company Limited (GENERAL TYRE)**

**Less than 1 Year**

*Category Manager – Trade Network (Dealers)*

*(01 Sep-2025 to Continue)*

- Managed and expanded a network of dealers across Lahore, Gujranwala, and Sialkot, driving tire sales and increasing market penetration for GTR Tires.

- Developed and executed tailored sales strategies, consistently achieving and exceeding regional sales targets in a competitive market.
- Monitored market trends and competitor activity, adjusting strategies to capture new opportunities and drive growth within the tire industry.
- Provided ongoing product training and sales support to dealers, ensuring they had the tools and knowledge to meet their sales targets.
- Evaluated dealer performance using KPIs, offering feedback and support to enhance sales effectiveness and operational efficiency.
- Addressed dealer concerns and operational challenges, maintaining strong, positive relationships with key partners.
- Collaborated with cross-functional teams to ensure timely delivery, efficient operations, and customer satisfaction across the territory.

#### **Aisha Steel Mills LTD (Arif Habib Group)**

**2.6 Year**

*Sr.Executive Sales & Marketing- Trade Network*

(12-Feb-2024 to 30 Aug 2025)

- Achieved business targets in respective market via different strategies.
- Making tailored offers to achieved best values for customer and highest ROI.
- Developing dealers network to enhance sales.
- Working on product portfolio of current dealers improve & boost their sales.
- Getting updated information of the competitors/ Export to make high value offer to the customers.
- Responsible for developing sales strategies.
- Maintaining a close/ healthy relationship with dealers.
- Maintaining communication channels both from dealers and fabricators.
- Achieving SKU's wise, Region wise, Dealers wise sales targets.
- New product development, new segment development.
- **SAP** Sales & Distribution and **SAP** Products.

#### **Maple Leaf Cement Factory PTV LTD**

**1 Year**

*Assistant Manager Marketing & Sales*

(05-Jan-2023 to 10-Jan-2024)

- Boosting Brand Awareness
- Understands the trends and customer preferences
- Performed essential tasks for increasing the business sales
- Event Management
- New product Launches
- Sales Route Map by aligning with RSM
- Sales Support by visiting market with concerned Sales Personal
- Meet Primary & Secondary sales target by extensive follow-ups and Market Visits.

#### **Pepsi Cola (Shamim & Company Limited**

**3 Years**

*Territory Sales Executive*

(07-Jan-2020 to 30-Dec-2022)

- Managed Beverages Business Unit in assigned Territory
- Sales Team Supervision
- Distribution Management & Handling
- Market grip by closely work on GT, IMT & LMT
- Shelf Management by merchandising team
- Increased the Revenue by 25% in July2020
- Business Penetration
- Relationship Management with distributors/wholesaler & Team
- Achieving secondary sales targets.
- Training and motivating the sales team by providing them a winning mind-set.
- Strong Relationship in the market through foot work in the market.

## PROJECTS

### Final Year Project:

- **Thermocol Bricks** – The bricks made up from thermocol sheets. The idea comes from that the normal brick having the higher cost where thermion sheet cheaper in price and long-lasting life Spain. It can also be used as ceiling as well as bricks.
- **Rohi Culture Products:** Basically, it is a subject international marketing so our professor assigns this to make a new product and apply on the international level. I think the biggest challenge over time is that we stay creative and making sure that we continue to launch awesome products that people love. So, I made a New Product and promote them to Canada. The products are kundan jewelry, chunri dresses and Rohi culture.

## ADDITIONAL SKILLS

- Proficient at **Microsoft Word, Excel, PowerPoint.**
- Proficient in English, Urdu.
- Committed to work, Proficient in communication, Presentation and interpersonal skills.
- Open to active listening in problem solving with good leadership and management skills.

## HONOURS & AWARDS

- Got a 2nd position in Documentary film festival 2019
- Got an appreciation award in International Marketing project.
- Best presentation on BIZHUB.

## EXTRA – CURRICULAR

- **In-charge**– Industrial linkages cell IMS, BZU (2019-2020)
- **Assistant Director of BIZHUB** – (UE 2016-18)
- **In-charge Students Affair** – BBA Departments (2018-19)
- **Member Management of Convocation** - UE (2015-17)