



HASHIM FAROOQ

Qualified Marketer
Sales & Business Development Professional

PROFILE

- A Target Driven & Result Oriented Qualified Marketer, Sales & Business Development Professional with Relevant Skills & Expertise.
- Qualified Professional with Practical Exposure & Relevant Experience in Sales Management, Marketing Management, Business Development, Channel Development, and Relationship Management in FMCGs.
- Excellent Analytical Skills of Strategic Planning and Decision Making.
- Looking forward to develop career as Marketing & Sales Manager.

PROFESSIONAL EXPERIENCE

| National Foods Ltd. |

Territory Sales Manager –Batkhela (December 2024 –Till Date)

At this time, I'm working in Batkhela territory under the Peshawar Region as a Territory Sales manager and worked in Peshawar, DI Khan, Bannu, and Mingora as well.

Responsibilities

- Responsible for Primary & Secondary sales, Investment according to company SOPs.
- Ensure Secondary Sales SKU wise volume achievement by working on availability, Visibility and accessibility.
- Create new outlets and expand net outlets to increase Numeric and Weighted distribution.
- Regular market visit and coach order Booker on step of calls to ensure 100% system compliance while making regular market audits.
- Ensure that all data in the systems is cleansed, validated and updated on a regular basis.
- Maintaining KPIs and modify the area route or adjust Call frequencies.
- Monitor and report competitor activity in assigned area and suggest ways to counter them effectively.
- Responsible for availability, display, & Stock Rotation (first in first out) at sales points
- Conducted distributor ROI assessments and van feasibility studies to streamline cost to serve and improve overall territory profitability.

| Hayat Kimya Pakistan |

Territory Executive-Mardan (April 2024–Nov 2024)

Responsibilities

- Core objective is to ensure primary & secondary sales targets.
- Managing 4 SD's, their investment (Stock cover day) requirement as per SOP
- Market visits as per provided Itinerary & Route Riding with Salesman as per business requirement.
- Supervised and led a field team comprising 2 Supervisors, 5 BAs, and 6 Order Bookers, ensuring smooth daily operations and sales execution.
- Directly managed all LMTs outlets within the territory, overseeing order placement, merchandising, visibility, and relationship building.
- Ensure smooth Sales operations of the assigned Distributor i.e.(Van Feasibility, ROI, Expiry, Claims etc.).
- Ensure Range wise availability in market.
- Executed trade marketing campaigns, planogram implementation, and in store branding to boost product off take.
- Strong follows up on Competitors activities in market.

CONTACT

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Swabi (K.P.K.) Pakistan.

OTHER INFO

Date of Birth: 25-03-1993

CNIC No. 16202-5635279-3

Domicile: Swabi (KPK)

SKILLS

Effective Communication

Planner & Organizer

Analytical & Problem Solver

Time Management

Team Worker

Critical Thinker

Loyal & Honest

Flexible & Adaptable

PROFESSIONAL

Sales Management

Marketing Management

Business Development

Strategic Planning

Sales Force Management

Teams Development

Relationship Management

Channel Development

Kay Account Management

Budgeting & Reporting

| National Foods Limited |

IT & TECHNICAL

Microsoft Office Suite
(Word Excel, PowerPoint)
Internet Research

CERTIFICATION

Digital Marketing
Retail Management

LANGUAGES

English
Urdu
Pashto

Territory Sales Manager-Peshawar

(Jan 2022 –Apr 2024)

Responsibilities

- Responsible for Primary and secondary Sales.
- Maintain Stock Cover days as per Company's SOPs.
- Daily basis tracking sales reports of the assigned sales team.
- Prepare Daily basis Sales Tracking Report of overall Peshawar zone.
- Prepare day wise, week wise and month wise secondary sales plans.
- Ensure smooth Sales operations of the assigned Distributor i.e.(Van Feasibility, ROI, Expiry, Claims etc.).
- Daily discussions with sales team regarding Volume, KPIs Achievement (Unique Productivity, Bill Productivity, LPO and Drop size).
- Ensure Range wise availability in market.
- Strong follows up on Competitors activities in market.

Achievements

- Stellar performer TSM- GT Oct 22 (Nationally)
- Stellar performer TSM- GT Dec 22 (Nationally)
- Stellar Performer TSM- GT Jan 23 (Nationally)
- Stellar Performer TSM-GT FEB 23 (Nationally)
- Stellar performer TSM-GT March 23 (Nationally)
- Dessert's competition Winner March 23

| Lotte Kolson Pvt Ltd |

Territory Sales Officer (Mardan Territory)

(July 2020 –Dec 2021)

Responsibilities

- Prepare monthly sales targets. Develop effective sales strategies.
- Daily checking of sales reports. Market intelligence report.
- Achieve sales targets both primary and secondary.
- Conduct other merchandising activities as per cycle plan
- Monitor daily targets of order booker.
- Daily basis Morning and evening session with Sales and supply team regarding proper order vs execution.
- Daily Market visits with DSRs as per itinerary plan.
- Worked on nonperforming outlets across the territory.

| Engro Foods Limited |

Business Development Officer (Mingora Territory) (Aug 2019 - July 2020)

Responsibilities

- Followed up SDs investment.
- Market intelligence Report. Reporting of zero productive outlets.
- Daily Secondary sales submission to CG.
- Ensured availability of all SKU's of EFL.
- Target assignment to every salesman.
- Ensured display of every brand on category shelf in shops.
- Daily cash memo checking of every salesman.
- Maintain best warehouse practice of all the Assigned town in the territory.

EDUCATION

- **Masters: MBA – Marketing** (January 2021)

University of Peshawar, KPK

- **Bachelors: BBA – Marketing** (February 2018)

University of Swabi, KPK