

## Personal Information

**Name:** Malik Rehan  
**Father's Name:** Malik Sikandar Ali  
**Date of Birth:** May 3, 1981  
**CNIC:** 34603-2277482-7  
**Marital Status:** Married  
**Nationality:** Pakistani  
**Religion:** Islam

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## Career Objective

To obtain a challenging position in a reputable organization where I can utilize my sales, management, and leadership skills to contribute to the company's growth while enhancing my professional development.

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## Professional Experience

### **Bikay Industries Pvt. Ltd. (TUX)**

**Senior Territory Sales Manager** — *July 2025 – Present*

#### **Key Achievements & Responsibilities:**

- Oversaw primary sales operations across **Sialkot, Daska, Sambrial, Pasrur, and Narowal** Territories.
- Focused on **team building** and maintaining **strong working relationships** with Sales Developers (SDs) and their field force — a key driver of sustained success.
- During my tenure, among the **top four companies** in the tissue category, our company advanced to become the **2nd largest brand in the region**.

**Area Sales Manager (ATA Baker)** — *March 2022 – May 2025*

- Responsible for product launches of *ATA Baker Bread & Beyond* in Gujranwala, Jhelum, and Sialkot.
  - Developed and executed sales strategies for new product introductions.
  - Achieved sales targets and ensured brand visibility.
  - Built strong trade relationships and managed route planning.
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## **Unity Foods Limited (Sunridge Foods)**

### **Territory Sales Manager** — *March 2020 – February 2022*

- Managed territories: Kamoke, Gujranwala, Jhelum, and Sialkot.
  - Supervised sales execution and ensured secondary sales targets were achieved.
  - Increased coverage and productivity of the assigned territory.
  - Conducted market visits to identify gaps and potential growth areas.
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## **National Foods Limited**

### **Territory Sales Incharge** — *August 2010 – January 2020*

- **Spice Division (Recipes, Salt & Spices):** *August 2010 – July 2018*
- **Food Division (Ketchup, Pickle, Jam & Jellies, Desserts):** *August 2018 – January 2020*
- Responsible for both primary and secondary sales.
- Managed and supervised 8 Order Bookers in multiple areas including Daska, Pasrur, Wazirabad, Chawinda, Sambrial, Zafarwal, Narowal, and Sialkot.
- Ensured product availability, visibility, and timely target achievements.
- Handled distributor operations, trade marketing budgets, and display drives.
- Conducted competitor analysis and implemented market improvement strategies.

### **Merchandiser & DSR** — *January 2009 – August 2010*

- Assisted in sales and Merchandising operations.
  - Maintained in-store displays and product visibility.
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## **Candyland (Ismail Industries Ltd.)**

### **Sales Representative** — *July 2008 – December 2008*

- Worked as a DSR in the confectionery division.
  - Built relationships with retailers and achieved assigned sales targets.
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## **Education**

### **Bachelor of Arts (BA)** — *2007 – 2009*

Specialization: Business Administration & Management

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## **Skill**

- MS Office (Word, Excel, PowerPoint)
- Email & Internet Communication
- Territory Management & Planning
- Time Management
- Adaptability & Teamwork Presentation & Communication Skills

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## **Additional Information**

- Excellent leadership and supervisory abilities.
- Skilled in launching new products and expanding market coverage.
- Strong focus on customer relationships and trade satisfaction.
- References will be provided upon request.