



AAMIR RAFIQUE KHAN

(MBA – Marketing)

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DYNAMIC MANAGEMENT PROFESSIONAL

Strong organizer, motivator and a decisive leader with successful track record of directing major operations from original concept through implementation to handle diverse situations.

PROFILE SUMMARY:

A skilled professional with over 15 years of enriched expertise in carrying out Procurement, Business Development, sales & marketing, and trade activities to strengthen the company's image in assigned territory, maintaining business volume and gradually speed up business growth. Exposure of handling all sales, marketing & business development activities, analyzing market trends & establishing healthy & prolonged business relations with clients. Skilled in conducting market survey, analyzing competitors trend, strategy, selecting potential dealers, planning sales promotional incentive scheme and achieving targets.

ORGANIZATIONAL EXPERIENCE:

	Sales Manager REFCON General Trading Dubai, UAE. (Part of PRIMECO MIDDLE EAST JAFZA)	Aug 2019 – Present
	Export Sales Manager Ideas91 FZCO, JAFZA Dubai, UAE.	Jun 2018 – Jul 2019
	Sales Manager Mawared Electronics LLC , Muscat, Oman.	Sep 2016 – Mar 2018
	Asstt. Sales Manager AI Seem General Trading LLC , Dubai, UAE	Jun 2012 – Sep 2016
	Trade Sales Executive – Wholesale / Retail BetterLife-ESAG , Dubai, United Arab Emirates.	Jan 2011 – Mar 2012
	Sales Executive – Wholesale / Retail AI Yousuf Electronics LLC , Dubai, UAE	Jan 2007 – Nov 2010
	Accounts Development Representative NBC Pvt. Ltd. Gujranwala, Pakistan.	Sep 2005 – Oct 2006

EDUCATION:

MBA-Marketing (2005),
University of Central Punjab, Multan, Pakistan
B.Sc.-Computer Science (2002),
Bahaudin Zakariya University, Multan, Pakistan

CORE COMPETENCIES:

◆ **Procurement** ◆ **Sales & Marketing** ◆ **Trade Sales** ◆ **Wholesale & Retail Sales** ◆ **Key Account Management** ◆ **Administration** ◆ **Business Development** ◆ **Negotiations / Finalization** ◆ **Process Improvement** ◆ **Promotional Activities** ◆ **Channel Management** ◆ **Market Research** ◆ **Sales Analysis** ◆ **Competitive Benchmarking** ◆ **Highly Organized & Strong Analytical Abilities** ◆ **Articulate Oral & Written Communication** ◆ **Quick Problem Resolution & Decision Making** ◆ **Continuous Process Improvement & Innovation** ◆ **Training & Development**

PERSONAL DETAILS:

- **Date of Birth:** 27th February 1983
- **Nationality:** Pakistan
- **Marital Status:** Single
- **Driving License:** Valid UAE License
- **Passport:** AL9566853
- **Languages:** English, Urdu

CAREER SNAPSHOT:



"SALES MANAGER" Aug 2019 till Present

REFCON GENERAL TRADING DUBAI, UNITED ARAB EMIRATES.
(Part of PRIMECO MIDDLE EAST JAFZA, DUBAI)

Reporting Directly: CEO/Owner

Products: Honeywell & FROGEN (OEM) Refrigerants like R22, R134a, R404a, R407c, R410a, R507, Ez Flush, and HFO1234YF.

Refcon General Trading was established to provide complete range of refrigerants and now is one of the Middle East's leading distributors of Quality Refrigerant in whole Sale, retail in Disposable Cylinders and also in bulk packing.

Responsible for handling:

- ❖ Responsible for handling Procurement from local and free zone market in accordance with customer's project requirements, offering competitive prices, making analysis, restructuring the existing customers portfolios
- ❖ Re-accessing distribution setup and focus on the sales of OEM FROGEN Brand across UAE and neighboring countries.
- ❖ Responsible for setup of new showroom in Deira Market, that can provide boost and brand recognition across UAE market.
- ❖ As PRIMECO Middle East is the parent company, REFCON's main responsibility is to introduce new projects which are taking across the region, so they can provide refrigerant supply on annual or contractual basis.

"EXPORT SALES MANAGER "Jun 2018 till Jul 2019

IDEAS91, JAFZA, DUBAI, UNITED ARAB EMIRATES.

Reporting Directly: Managing Director

Product Handling: Aardee (SDA & MDA), Frigidaire Cookware

Countries Handled: UAE, Botswana, Malawi, Senegal,

Responsible for handling:

- ❖ Responsible for handling multiple countries from UAE office. Responsible to find new distributors in given regions to improve the volume of export sales. Responsible to initiate Performa's, LC payments, coordination from china office for shipments.
- ❖ Drafted contracts and the terms of sales; cemented relationships with distributors Involved in selling off excess, damaged and inventory and stock, spearheaded all sales activities for products and ensure achievement of Export sales target.

"SALES MANAGER" Sep 2016 till March 2018

MAWARED ELECTRONICS LLC, MUSCAT (Sultanate Of Oman)

Reporting Directly: General Manager

Product Handling: WAHL (Men's Grooming Kit), SENCOR (SDA Appliances), RIO (Beauty Care Products), Motorola (Handset & Cordless Sets), Humax (Digital Receivers), & LaMarte (Cookery Products).

Responsible for handling:

- ❖ Maintaining and monitoring of branch operations (by checking of voucher, GL Reports, and other system generated reports regularly in order to strengthen the internal controls to ensure that processes and activities are carried out strictly in accordance with SBP (State bank of Pakistan) regulations to avoid any penalties.
- ❖ Plan, direct and control the counter services / branch operations by distribution of work (job rotation) among branch staff through well-defined tasks and responsibilities while achieving timely and accurate processing of deliverables and provision of quality services to the customers.





"Asstt. SALES MANAGER" Jun 2012 – Sep 2016
AL SEEM GENERAL TRADING LLC, DUBAI, UAE.

Reporting Directly: Managing Director

Product Handling: OEM LED Brands for Africa like NEO, NILE, ENN, Quester, & B Class MDA Products for Re-Exporting to South Asia, AZAM Dairy Products from Tanzania for Afghanistan.

Responsible for handling:

- ❖ Rendered LOIs, Quotations, and SPAs for B2B and B2C customer requirements
- ❖ Managed sales orders and checking that the distribution is running smoothly and on schedule
- ❖ Oversaw the B2B Export processes (Payment, Logistics, and Custom Clearance & Reporting) between customer and the Commercial department
- ❖ Led a team of 2 professional buyers and 10 Sales Members
- ❖ Monitored, evaluated and improved supplier performance; sourced the most affordable materials for the company's sourcing process
- ❖ Headed purchasing budget; supervised the delivery times to ensure they are on time
- ❖ Developed high quality tender documentation of LOIs, Quotations and SPAs
- ❖ Contacted suppliers on regular basis to renegotiate prices
- ❖ Resolved disputes and claims with vendors and suppliers
- ❖ Drafted contracts and the terms of sales; cemented relationships with distributors
- ❖ Involved in selling off excess, damaged and inventory and stock, spearheaded all sales activities for products and ensure achievement of Export territory sales target.

"TRADE SALES EXECUTIVE – Wholesale / Retail" Jan 2011 – Mar 2012

BETTERLIFE-ESAG, DUBAI, UAE.

Product Handled: Electrolux, Fisher & Paykel, SMEG and Zanussi Home Appliances (MDA - Air Conditioners (RAC), Refrigerators, Freezers, Pigeon Pair, Cookers, Hoods, Built-in Appliances, Washing Machines, & SDA - Vacuum Cleaners)

Key Accounts Managed: Carrefour (Dubai, Sharjah, and Ajman), LULU, Emax, Geant, Sharaf DG, Plug Ins, Jacky's, Lutfi, Alrams, Dar al Azal, Alwardah, Al Nahar, Al Mualim, Nizumddin etc.

Key Result Areas:

- ❖ Managed brand of each & every brand handled as per the potential and attraction by the end customer
- ❖ Responsible for focusing on brand especially for SMEG having modestic & distinguish products range & features
- ❖ Developed budgets & achievements plans by distributing in Key Accounts & Traditional Souk Dealers
- ❖ Coordinated with Sales Merchandisers representing BetterLife in different key accounts for achieving targets
- ❖ Motivated sales teams of big boxes for the different brands to sell particular brands to the potential customers
- ❖ Accountable for planning to improve each brand visibility in shape of display, newspaper and tabloid advertisement, big boxes booklet and calendar promotions
- ❖ Liaised with every customer that comes to the outlet; explaining merchandise on offer, responding to customer inquiries and convincing them to buy the same
- ❖ Prepared reports like YTD Sales, YTD Budget, Accounts Receivable, TPC, IPC, Sales Projection, Reordering Point to maintain stocks availability
- ❖ Oversaw day-to-day Merchandising activities, competitor's analysis like Competitor's brand awareness activities, New Product Launching, Market Share Analysis, etc

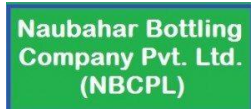
"SALES EXECUTIVE – Wholesale / Retail" January 2007 – November 2010

AL YOUSUF ELECTRONICS LLC, DUBAI, UAE.

Product Handled: LG Home Appliances (MDA - Air Conditioners (RAC), Refrigerators, Washing Machines, & SDA - Microwave Ovens, Vacuum Cleaners, Air Purifiers)

Key Accounts Managed: Emax, Geant, Sharaf DG and Plug Ins, Jacky's, Lutfi, Alrams, Sharaf Enterprises (Newly Merged with Sharaf DG), Perfecta Electronics & Alrams.



**Key Result Areas:**

- ❖ **Reporting directly to the company's Sales Manager.**
- ❖ Encouraging sales of electronics items of particular brands to the potential customers.
- ❖ Attending to and interacting with every customer that comes to the outlet; explaining merchandise on offer, responding to customer inquiries and convincing them to buy the same. Identifying and developing new streams for long term revenue growth and maintaining relationships with customers to achieve repeat and referral business.
- ❖ Carrying out sales forecast and controlling sales figures while monitoring marketing campaigns. Driving efforts towards increasing product presence in the market through promotional programs.
- ❖ Preparing and implementing strategic plan for wholesale, retail and export categories in order to achieve monthly plans. Conducting surveys to identify the areas of improvement, implementing corrective measures to enhance productivity of the organization. Searching for new accounts and capitalizing on opportunities to generate revenue. Keeping up-to-date with market trends and developments in the relevant industry

"Accounts Development Representative" September 2005 – October 2006**NAUBAHAR BOTTLING COMPANY PVT. LTD., GUJRANWALA, PAKISTAN****Brands:** PEPSI Cola International, 7up, Miranda, Team, Diet PEPSI & 7up**Key Result Areas:**

- ❖ Report directly to the Territory Development Manager.
- ❖ Developed public relations pitches to win new business for the company.
- ❖ Liaised with client to identify their needs, resolved complaints and addressed to their suggestions.
- ❖ Conducted surveys such as ECS (Every Cooler Survey), TOTs Distribution Surveys, Market Development and Research Study plus protecting the TOTs.
- ❖ Ensured smooth flow of communication between the client and the company.

Skills:

- MS Office
- Search Engine Optimization & Search Engine Marketing,
- Web Research & Internet Applications,
- Shipping & Logistics.

References:

Will be provided upon requirement.