



MOHAMMED RAFIQ

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VISION

To increase the shareholders' value & maximum profits by improving the operational efficiencies & maximum utilization for the available resources.

PROFESSIONAL EXPERIENCE

FORTUNE PAINTS PVT. LTD.

Designation: National Head (June 2019 to till Now)

- Joined as Branch head in June 2019 handling Branch activities for Projects(June 2019 to November 2019) within 6 months got promotion as AP Projects head handling Projects entire Andhra Pradesh (Nov 2019 to Feb 2019), again Got Promotion as All India Projects Head handling Projects at Maharashtra(Pune, Mumbai, Nagpur), Tamil Nadu, Karnataka and Entire Ap.
- Apart from projects segment Due to Pandemic Situations as Project Market is Slow management asked to Develop Retail Segment. As per Company Instruction Done Retail Sales at All India Level and Achieved Success.

Achievements: In 6 Months' time confirmed Projects worth 25 CR for Paints Supply and Application, done Turnkey Projects India wide.

SPC Interiors Designing Co. (Construction division) Guntur A.P. . India., 2013-2019 March Designation : Interior Designer

- SPC is Interior Designing company with a working team of 30 workers of different specialty and it is located in Guntur AP.
- SPC undertakes all Constructions old and new on a turnkey basis does all Interiors Special effect Paintings, Designing works till the final finishes. It is totally related to the Construction industry.
- SPC is equipped with fully trained skilled labour.
- SPC has completed more than 20 Projects Small and big on a turnkey basis.
- We have performed all private owners Properties, Financial institutions, Real estate offices etc.

KANSAI NEROLAC PAINTS – VIJAYAWADA

Kansai Nerolac Paints is the third Largest company in the country

Designation : Branch Head ASM- Vijayawada – May 2012 to 2013 Job

Responsibilities: Retail Marketing

- Incharge of 3 Districts for Retail Network
- Handling 250 Dealers across 3 Districts.
- Heading Technical Support to the projects.

- Gathering competitive market information about suppliers, pricing, stock levels and competitors activities. Establish a competitive price structure and advise exports department regarding pricing on major deals.
- Arrange & control progress meetings with staff & seek to identify problem areas & remedy as necessary

BERGER PAINTS INDIA LIMITED- MUMBAI.

BergerPaints is the second largest company in the country.

Designation: Manager -(Prolinks Branch Head,Mumbai) 2010 to May 2012. Job

Responsibilities:

- Heading Technical Support for entire Maharashtra.
- In charge for 3 Depots for Project Sales
- Handling all the Corporate & Institutional Projects through out Maharashtra.
- Organizing Training sessions for all the sales team.
- Organizing Presentation to all the Corporate Builder Segment.
- Achieving the set Targets with the sales team.
- Awareness of New products in the Builder Segments.
- Independently handled major Corporate enquiries and supervised until confirmation of orders
- To establish a very competitive pricing structure for local and export markets.
- Identifying new and potential markets, generating continuous sales with existing and new clientele through direct and distributor sales.
- Searching out the potential accounts, converting a suspect in to a prospect and a prospect in to a customer.
- Identify potential markets, develop sales through identifying potential dealers, design dealership agreements and terms, Constant monitoring of sales operations through dealer network.
- Presentation of sales reports and reporting to the Senior Management. at H.O
- Monitoring the Sales team for Societies Repainting projects

YBA KANOO-COMMERCIAL DIVISION-KINGDOM OF BAHRAIN

Is a leading company in Bahrain dealing with more than 20 principles around globe highly reputed in the Middle East.

Designation: Sr TECHNICAL SALES & SERVICE ENGINEER- General Trading Division. (2007 to 2010)

Marketing Fosroc Construction Chemicals Division in Project Segment. Marketing Sodamco (Premix Concrete Plaster) from Qatar. In project Segment.

Design, develop & implement marketing & sales campaigns.

- Independently handled major enquiries and supervised until confirmation of orders designing and Implementation of Marketing strategies to achieve target sales through dealership channels. Regular follow up customers, dealership network and potential export customers. Developing marketing and sales promotion programmes, marketing and sales support. Review stock levels, pricing and sales performance at dealership network.
- Follow up with banks for L/C's & other related payments
- Gathering competitive market information about suppliers, pricing, stock levels and

competitors activities. Establish a competitive price structure and advise exports department regarding pricing on major deals.

AI MUHAIDIB GROUP- SIPCO PAINTS COMPANY RIYADH, SAUDI ARABIA. Is a leading Group in Saudi Arabia manufacturing Adhesives, sealants, coatings, enriched its technologies, strengthen its Marketing Department to be a leading group of companies based on Quality which are highly reputed in Middle East Market.

Designation: Sales Manager (March 2003 till 2007)

- Independently handling the sales, promotions and development activities. Plan production forecast according to yearly sales projection.
- Monitor production vs. sales to review production schedule accordingly. Ensure enough replenishments of finished goods supply.
- Active participation in advertising/ sales promotions management
- To establish a very competitive pricing structure for local and export markets.

NOBLE CHEMCALS GROUP (Insignia) is a Chemical group in DAR ES SALAM- TANZANIA, EAST AFRICA. The name Noble Chemicals East Africa is associated with various companies from South Africa.

Designation: Brand Development Manager (March 2001- Jan 2003)

- Reported to Managing Director on the day –to-day work functioning of the company sales and primarily responsible for achieving the set sales targets through network of dealers/ local contractors and export customers.
- Independently handled major enquiries and supervised until confirmation of orders designing and Implementation of Marketing strategies to achieve target sales through dealership channels. Regular follow up customers, dealership network and potential export customers. Developing marketing and sales promotion programmers, marketing and sales support. Review stock levels, pricing and sales performance at dealership network.
- Prompt processing of orders, coordinate with associated companies & manufacturing departments for on time deliveries and maintain higher level of customer satisfaction and export documentation procedures.
- Identify and develop new export customer accounts, build business relations with existing local dealers, export customers, stockiest, traders, major government fleet & private fleet and resellers. Offer special terms for major deals, and bundle offers.
- Advise the management regarding stocking of fast moving product range and stock levels

BASSEM TRADING COMPANY, SHARJAH, UAE.. is a General Trading Division which is associated with General Electric, Saudi Oger, Fedders Lyodd .Supply of Electical Items.

Designation: Sales & Marketing Manager (Feb 1994 to Dec 2000)

Job Responsibilities: Started career as Sales Executive & established with in the organization as Sales & Marketing Manager

AL DOOFA CHEMICALS, RIYADH, KINGDOM OF SAUDI ARABIA.

a chemical company which deals with Construction Chemicals. It is the leading industry having wide market all over Saudi Arabia .Manufacturers of Construction chemicals like Cementitious Waterproofing Materials, Elastomeric Acrylic water base waterproofing Membranes . Like Doofa Guard, Doofa Plug, Doofa Rest Quick set Mortars.

Designation: Senior Sales Executive: (1989 – 1993)

PROFESSIONAL QUALIFICATION

- Master of Business Administration, M.B.A (Mktg):
Specialized in Marketing Management
Osmania University
Hyderabad, India. Year 1986-88
- Bachelor of Commerce
Nagarjuna University,
Andhra Pradesh, India. Year 1981-84

Key Skill Area

- Integrity & Ethics
- Leadership
- Teamwork
- Communication
- Training
- Recognition
- Continuous Improvement

PERSONAL INFORMATION

Nationality	:	Indian
Resident of	:	Guntur A.P. 522003
Age	:	55 Years
Gender	:	Male
Marital Status	:	Married
Languages	:	English, Hindi, Telugu ,Tamil, Malayalam , Arabic, African Swahili
Email	:	gmrafiqs27@gmail.com

Date :

Place :

(MOHAMMED RAFIQ)