

## **KARIM NAWAZ KHAN**

### **COVERING LETTER**

I am writing to apply for the position with you. I am Interested in the field of Marketing, Sales and Service of auto mobile market. I would like to welcome the opportunity for which I believe that my contribution towards Marketing, sales and services of vehicles and my Leadership skills will grow the company business faster and faster.

I have more than 16years of managerial experience with National and international premium brands like Mercedes Benz, Chevrolet, Cadillac and Porsche. I was the key team player in the launching of newly introduced famous chines made vehicles like Golden Dragon, Jenbi, Foton, Zotye, JMC Dayun, and Bonluck etc.

I have timely decision making skills that can make an immediate contribution to the business development. Currently, I am seeking a position where I can continue to uphold strong sales and performance standards. I have solid Organizational and Leadership skills, strong approach of auto mobile marketing, well organized, creative & highly motivated and responsible Team Player with skills of solution orientation.

I am confident that my innovative approach would make a significant contribution to the continued business of your prestigious organization. My resume is enclosed for your review and consideration.

Thank you in advance for your consideration.

Looking forward to hearing you soon

You're sincerely,

Karim Nawaz Khan

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# Curriculum vitae

**Name** : **Karim Nawaz Khan**  
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## **QUALIFICATIONS:**

1. MPhil (Industrial Management) Superior University
2. MBA: (Sales & Marketing) PIMSAT/NCBA & E
3. DIEM :( Diploma in Import Export Management)
4. DCS: (Diploma in Computer Sciences, PETROMEN)

## **Professional Certifications::**

1. *Lean Six Sigma.*
2. *Social Media Marketing. Certificate change management Quality*
3. *Management System Transition Course.*
4. Get more Predictable Sales

## **OBJECTIVE:**

I am looking for a position which will provide an opportunity to excel my Leadership performance to expand the auto mobile marketing and offer for a better carrier growth. I also find that this position is best suited as per my qualification, skills and my national and international experiences in the field of auto mobile marketing.

## **Total Experience: 20Years:**

In my carrier I have worked with national and international companies and different brands.

## **Zia Electromotive , April 2021 working . (GM Sales and Marketing)**

1. Supporting and creating an effective 3S dealership and after sales network across the Pakistan
2. Developing objective criteria for the identification, selection and appointment dealers coordinate the preparation of full-bodied contracts for the appointment of dealers.
3. Managing dealer induction and training including on relevant systems ensure the dealer network as a whole provides the optimal sales and after-sales coverage of the entire country.
4. Preparing and proposing for approval all relevant policies, procedures, manuals and SOPs relevant to the Sales & Marketing Division.
5. Establishing the reputation of brand as a quality, Drive corporate and fleet sales through tender business and other promotional activities.





**Topsun Motors & engineering from Jan 2019 to January 2021.**

1. Selection of brands, finalization of the model according to Pakistan environment test and trial of the product.
2. Drafting, Negotiating and Finalizing Technical Cooperation, Technology transfer, Marketing Budget, and future cooperation.
3. Preparing agreement with principle, Joint Venture Agreement. Volumes forecasting and Product Costing,
4. Approval Process to qualify as New Investor as per AIDC 2016-21 policy, Correspondence with Engineering Development Board.
5. Approval from Environment Protection Authority, Approval from other Regulatory Authorities, Business Planning & Feasibility Reports.
6. Preparation of Mandatory Localization Plan with the help of Plant Manager
7. Approval of Localization plan from EDB, Plant Lay outing, Equipment Selection, and Sourcing, Plant Construction Supervision, Supervision of Erection and Installation of Equipment, Parts
8. Selection for Localization with technical staff, Team Building for sales & Plant
9. Trial Run and Adjustment Implementations supervision.
10. Supervision of Sales staff, finalizing of dealers and SOPs for dealers.
11. Launching methodology and product induction in Government Departments & SMEs.
12. Supply Chain management working for the future. Repeat the order of CBUs to the principle according to the dealer network.
13. The following brand products were in my job scope.

**Porsche Pakistan Feb, 2016 to Dec, 2018. (Head of Sales & Pre Owned )**

In Porsche my responsibilities were as below:

1. Lead the Sales & Business Development in Karachi, Lahore & Islamabad market for Pre Owned sales & walk in sales.
2. Explaining vehicle features to sales team, controls, accessories and benefits to the customers.
3. Coordinating daily and weekly sales meetings with showroom sales staff.
4. Ensuring that accurate customer data and scheduled meetings.
5. Finding out a customer's needs according to model and options.
6. Arranging for vehicles to be delivered to customers on time.
7. Proper arrangements on vehicle delivery session.

**GM UAE (Liberty Automobiles UAE Jan, 2013 to Jan, 2016. (Fleet Sales Manager)**

In was responsible for:

1. Lead the Sales and Business Development for GM product.
2. Peruse the customer complains & queries and ensure discipline of sales process and data capture.
3. Demonstrate automobiles by explaining characteristics, capabilities and features by giving test drives.
4. Communicate effectively with customers about various features and benefits of vehicles and about the requirement of customer
5. Responsible for the companies having GM fleet and giving them special Offers & Services.





**Mercedes Benz Pakistan (Shahnawaz PVT. Ltd) 2000 to Jan, 2013, (Sales Manager)**

1. My responsibilities were to lead the Sales and Business Development in local and International market VIA (Tender Business & Walk In) for PC & CV.
2. Explaining vehicle features, controls, accessories and benefits to the customers.
3. Conducting daily and weekly sales meetings with showroom sales staff.
4. Determining individual and sales team goals.
5. Ensuring that accurate customer data is kept in administrative databases.
6. Finding out a customer's vehicle needs through talking to them.
7. Arranging for vehicles to be delivered to customers on me.
8. Developing and coordinating best pace for the most efficient and effective sales approach.