

# MUHAMMAD ASIF SHABBIR

## Assistant Manager Planning

### profile

- A result oriented professional with twelve years experiences in Production Planning, Merchandising and Customer Relationship Management.
- Able to analyse and interpret information with careful and methodical approach.
- Capable to maintain comprehensive library of appropriate data.
- An effective communicator with good relationship building and interpersonal skills.
- Quick to grasp new ideas and concepts, and to develop innovative and creative solutions to problems.

### experience

#### ASST. MANAGER PLANNING | SERVICE INDUSTRIES LTD. GUJRAT

July 2018 – Present

- Continually schedule and monitor the activities that make up the process when it is under way.
- Assist in formulating strategies and objectives to increase operational efficiency and output.
- Solicit and respond to feedback and make adjustments where needed,
- Generate the orders log according to customers, projects and required time lines.
- Developing techniques to automate repetitious processes and improve operational management systems.
- Coordination to ensure the availability of raw materials required for the process.
- Communicate the required customizations in the process to the relevant departments.
- Assist in scheduling and rescheduling of processes depending on the availability of raw materials.
- Ensure all operations are carried on in an appropriate, cost-effective way.
- Monitor the scheduled activities to ensure in time deliveries.
- Randomly verify that the customer's requirements and standards are satisfied at the end of process.
- Liaising with marketing, purchasing and production staff

#### MERCHANDISING AND PLANNING OFFICER | STARPAK MARTIAL ARTS (PVT.) LTD

Merchandiser June 2014 – June 2018

- Communication with customer regarding new orders and samples and coordinate with R&D department
- Communication about received orders regarding delivery dates and dispatch of orders and coordinate with export department
- Communication about product and production related issues if any within clients and production department
- Preparation of time and action calendar for each order from order receiving to shipment.
- Preparation of Material requirement sheet according to sample product and buyer specification sheet and coordinate with purchase department.

PPC Officer December 2013 – June 2014

- Estimate daily production (units) according to the styles work content with the estimated production figure, production runs and manpower involvement
- Allocation of the total capacity or deciding how much capacity to be used out of total factory capacity.
- Preparation of detailed line planning with daily production target for the production lines.
- Finalization of packing pattern and standard packing of new item according to export rules and customer requirements

#### PLANNING EXECUTIVE | SERVICE INDUSTRIES LTD. GUJRAT

December 2010 – August 2013

- Plan production control activities to improve runtime while maintaining high quality, timely delivery and cost-effectiveness.
- Plan equipment and material requirements to meet production schedule.
- Plan, schedule and monitor material movement in production cycle to ensure continuous operations.
- Track material shortages and provide immediate resolution.
- Develop process improvements for manufacturing and production control systems.
- Evaluate production control activities to ensure that final product meets customer specifications.

### contact

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### education

#### MBA

Hailey College of Banking & Finance  
University of the Punjab, Lahore

#### BBA (Hons.)

Hailey College of Banking & Finance  
University of the Punjab, Lahore

### skills

Expert of Microsoft Office with excellent grip on MS Excel  
Excellent communication skills  
High-level IT skills.  
Fluent in English, Urdu and Punjabi

### reference

will be provided upon request