

Farhan Ali Siddiqui

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Career Objective

I want to be a part of an organization that provides an opportunity of growth and career development utilizing my experience and market relations through continuous training and skill enhancement.

CAREER SUMMARY

I am a committed sales professional with more than 13 years of experience with leading food distribution companies Farm Fresh and Federal Foods. I have 9 years of experience in field sales to food service customers in UAE. I have grown through the ranks to reach my current position of Brand Executive (FS) in Farm Fresh.

KEY STRENGTHS:

- Relations with the customers.
- Understanding prospect needs & requirements.
- Product Knowledge.
- Sales & revenue generation.
- New Business Development.
- Negotiations.
- Regular follow up & hard work.
- Micro & Macro Management of Sales Process tools, technique & operative procedure to enhance sales.
- Never give up attitude & self-confidence.

WORK EXPERIENCE

MARKETING & BUSINESS DEVELOPMENT SUPERVISOR - FARM FRESH:

Oct 2018 - Present

- Analyzing business potential, conceptualizing & forecasting monthly target of Restaurants & catering.
- Be proactive in proposing new ways of Increasing Revenue.
- Implementing new stream for revenue growth & maintaining relationship with Key customers to achieve stable & referral business. Utilizing public information & network to develop marketing intelligence for generating leads.
- Assist in developing & adding new products to existing portfolio.
- Introducing customize range of products to our key clients like Jollibee, EKFC, Chillies, Abela & NOK.
- Currently Managing Monthly revenue of AED 4 Million (approx.) across the RECA channel from HORECA.

Brand Executive (FS) - India Gate & Mazola:**April 2016 – Sept 2018****Key Responsibilities**

- Grow the sales of IG Rice & MZ Oil in food service.
- Market Mapping of customers to identify their requirements, consumption & competition.
- Conducting training for sales team to improve their Product knowledge of IG & MZ.
- Improve & maintain profitability of the brands.
- Performance review & joint action plan with sales team.
- Regular market visit to introduce our products & negotiate with major customers.
- Maintain stocks as per the sales forecast.

Major Achievement:

- Increased the business of MZ in 3 months to AED 500k per month.
- Increased business of IG to AED 2 Million per month.
- India Gate & Mazola market survey of 450 customers across UAE.
- Active customer base of approximately 300 customers for IG & MZ.

Sales Supervisor Food Service – Farm Fresh:**Feb 2015 – March 2016****Key Responsibilities**

- Supervise a Sales team of 8 Sales Executives handling the Restaurants business.
- Sales growth by increasing customer base and product range sold to customers.
- Ensure collections in full & on timely basis.
- Daily Market visit to support the sales team in Market.
- Negotiations with large Restaurant Chains.

Major Achievements

- Increased monthly sales of Restaurants to AED 6 Million from AED 2 Million.
- Added large customers like KFC & Burger King.

Business Development Executive Food Service – Farm Fresh:**July 2013 – Jan 2015****Key Responsibilities**

- Increase customer base by adding new customers.
- Start business with them and increase the range sold to them.
- Once developed transfer those customers to other sales team members and support them.

Major Achievements

- Added more than 100 customers with monthly business of above AED 2 Million.
- Increased the range sold from to create a more balanced basket of products.

Key Account Executive Food Service - Federal Foods:**June 2011 – June 2013**

- Key responsibilities was developing the business with key clients by providing them solutions for the food products purchased by them based on quality, service, consistent supply and competitive price. Expanding the range sold to the customers, providing feedback to the Category Managers for the customer requirements and ensuring that the customers gets the best service from the company.

Major Achievements

- Increased business from allocated customers from 800k to 1.2 Million.
- Restarted business with 4 major customers & established regular stable business.
- Added 50 new clients over 2 year's period that contributed approximately 2 million worth of business per month.
- I was given certificate of appreciation for outstanding contribution in sales in 2010.

Sales Executive (Food Service – Federal Foods):**Feb 2009 – May 2011**

- Key responsibility was to find new customers and increase sales to existing allocated customers. Preparations of quotations to customers, negotiation of prices, follow up on delivery and collections.

Sales Coordinator (Food Service – Federal Foods):**Feb 2008 – Jan 2009**

- Key responsibilities included assisting the Channel Development Manager with daily sales reports, records of all customer quotations, price list, stock reports, feedback on collections, coordination with logistics, preparation of sales targets and sales incentives.

Customer Service Representative (Federal Foods)**May 2007 – Jan 2008**

- Preparation of Invoices based on customer order via phone, fax and email on the system. Follow with logistics on stock transfers and deliveries to customers, communicating with the sales team on availability of stocks, customer accounts status, customer inquiries and any management instruction to promote special focus product.

Team Leader (IDEA Cellular – India):**Jan 2006 – March 2007**

- Responsible for promoting sales through the dealer's network to increase the number of subscribers for IDEA, a leading mobile phone service provider in India. I was leading a team of 15 staff and used to assist them in achieving their targets through planning sales call and joint customer visits.

Education

- April 2007 - B. Com from St. Aloysius College – Jabalpur India
- June 2006 - Diploma in Computer Application – Jabalpur India
- June 2004 - Completed School from GGSK - Jabalpur India

- # 3rd Semester Dropout from E -MBA from S.P. Jain, Dubai Campus.

- **Languages Known:** English, Hindi & Urdu
- **References:** Available on Request.