

## Contact

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## Top Skills

Teaching  
Microsoft Office  
Public Relations

## Languages

English  
Urdu (Native or Bilingual)  
Hindi  
Punjabi (Elementary)  
French (Limited Working)

## Certifications

Fire Fighting & Emergency Response  
Finance for Non finance Professionals  
Project Management

## Honors-Awards

Awarded International Project-Uganda  
Material Integration Conference - Indonesia

# Waqas Ashraf

Global Operations Manager - Fulfillment SOUTH ASIA (alibaba group) | Ex-Thrasio | Ex-Maple\_leaf | Ex- Coca-cola  
Lahore District

## Summary

I have almost twelve (12) years of Supply chain management (Warehouse, Logistics and Procurement) experience including interning as IT-CSR officer. Apart from SCM experience i have marketing expertise to support many projects. I am confident that my combination of practical work experience and solid educational experience has prepared me for making an immediate value added contribution to organization.

## Functional Area's

- o Supply Chain Management
- o Logistical routing/ fleet Management
- o Distributor Analysis and Retail Network
- o Inventory Management (warehousing)
- o Stock Control
- o Lean Procurement Process, Departmental Liaison & Integration
- o Corporate Marketing & Corporate sales

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## Experience

### Daraz

Global Operations Manager - Fulfillment ( SOUTH ASIA)  
August 2021 - Present (10 months)  
Lahore, Punjab, Pakistan

- o- Lead 11.11 [ 2021 ] Fulfillment department for PK,BD, LK, NP & MM.
- o- Created & implemented new strategies for 11.11 campaign for all 5 countries.
- o- Identified performance gaps in the warehouses across Daraz Ventures and to derive programs to close these gaps and deliver on the plan (both on cost and operation performance)
- o- Developed project plans (expansion plans, productivity initiatives)
- o- Launched and drive regional-wide strategic and operational initiatives impacting Distribution and Logistics network

## Thrasio

### Global Logistics and Supply chain Planner (Amazon)

March 2020 - August 2021 (1 year 6 months)

#### Pakistan

- o- Coordinating with 21 lead 3PL's of USA, UK and Canada market
- o- Managing freight forwarders to replenish the stock on time and in full
- o- Handled/Managed ground movements of more than \$60 Million from 3PL to amazon
- o- Stock reconciliations on weekly basis
- o- FBA stock replenishment
- o- Managing FBM movements across USA/ Dropship model
- o- Inventory planning
- o- Reverse logistics for damage stock/Unfulfillable stock
- o- Maintaining stock reports by using Netsuit

## Maple Leaf Cement Factory Limited

### Deputy Manager Logistics & Inventory Control

November 2014 - March 2020 (5 years 5 months)

#### Lahore - Head Office

- o Managing to deliver OPC, SRC & low-Alkali Cement of 20,000 Tons/day local & export
- o Ensuring that the overall Distribution Objectives and service levels are met
- o Liaison with 3PL to strengthen B2B relations
- o Managing vehicle traffic to reduce lead time and idle time as well as vehicles tracking
- o Planning for product movement - Inbound & Outbound Logistics
- o Develop and implement the logistics infrastructure and cascade it across levels
- o Accountable for preparing fleet P&L statement to manage fleet operational cost
- o Ensuring inventory, order accuracy, Stock Rotation and replenishment
- o Monitoring warehouse stocks levels and ensuring stock losses/damages are reported
- o Responsible to maintain inventory level of finished product and raw materials warehouses
- o Enforcing health and safety awareness through regular health and safety updates
- o Institutional sales
- o Maintaining good customer and associate relations
- o Areas demand forecasting with the coordination of Regional heads

- o Planning, scheduling and reviewing the work of staff to ensure 24/7 live dispatch module

### Seasons Foods [Wali Oil Mills Ltd- Seasons Canola]

Assistant Manager Supply Chain & Strategic Planning [Warehousing, Logistics & Procurement]

January 2012 - November 2014 (2 years 11 months)

Lahore

#### International Projects Job Description

- o Supply planning and supply chain feasibility assessment for edible oil (Uganda)
- o Market analysis & plan of edible oil and frozen food (Uganda)
- o Corresponded with Ministry of Agriculture (Uganda) regarding oil extraction feasibility
- o Procured seeds and acquired warehouse for seeds inventory for oil extraction [1000Tons]
- # Deployed in Uganda from Feb to March 2013
- o Import Planning and documentation for soaps (Indonesia)
- o Negotiated for the procurement of soaps [8,64,000Units]
- o 3rd Party logistical planning.

# Indonesia Project from November 2012 to January 2013

#### National Projects Job description

- o Cluster Delivery Planning System implementation and KPI's Indication
- o Inventory management of 200+ SKU's and stock planning for Raw material & Finished goods
- o Negotiation on rates with distribution companies
- o Recording LC's, their landed cost and verifying the stock reports
- o Dispatch order Generation, Dispatching scheduling and Reconciliation
- o Planned distributor's fleet scheduling and retail distribution
- o Accounts Analysis with respect to demand and sales to maintain the logistical balance
- o Gemba & value chain Analysis for MAF(Majid Al Futtain) Hyperstar and all distributors
- o Analyzed distributors including percentage growth, profit ratio, target achievements
- o Vehicle lead time and idle time management with respect to declared SOP's
- o Purchasing mechanism scheduling and reduced lead times

### Coca Cola Beverages Pakistan Ltd

Supply Chain Coordinator (Warehouse & inbound-Logistics)

November 2009 - December 2011 (2 years 2 months)

Lahore, Pakistan

- o Analyzed Demand Operations and Inventory Planning through consumption trends and inventory patterns and eliminate bottle neck operations.
- o Developed vendors performance chart
- o Logistical lead time analysis and re-orders point levels
- o Detailed study of current value chain and process mapping of organization
- o SAP – MM
- o Pivots tables, charts and V-lookup implementation on data
- o Logistics management (FTL movements)
- o Warehouse layout plan adjustment and maintaining inventory seasonally

Coca Cola Beverages Pakistan Limited

Management Trainee Officer

February 2009 - November 2009 (10 months)

Gulberg, Lahore

- o Dispatching stock
- o Online vendors Management through Faxing & Mailing
- o Monthly production report generation
- o Readjusted inbound vehicle movement to minimize fuel consumption.

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## Education

University of Management and Technology

MBA, Supply chain · (2009 - 2011)

University of Management and Technology

Bachelor of Business Administration (BBA), Information Technology & Business Administration · (2005 - 2009)