



I can work in marketing management, sales management, and marketing business development by using personal skills gained through working in markets and academic experiences.

I have worked in the field of FMCG for more than 11 years in various sectors, whether in the retail, wholesale, hypermarket or supply sectors during this period, and I am working towards achieving the required goals and building various distribution channels, opening a new market and working to increase the marketing share and provide Scientific information and analysis to help the decision maker make the right decisions

## WORK EXPERIENCE

Replace with dates (2018 - 2021)

### Retail Sales , Wholesale Sales Manager ( 2018 – 2021 )

**Lactalis Halawa Group . AL Yasmin For Import & Distribution imported products ( (Solen From Turkey , Balocco wafer From Itafy , Nestle Lion From Poland , Double Dare From Egypt )**

#### Job Responsibilities:

- Assigning him with tasks of developing sales strategies
- Business plans to develop distribution channels.
- Planning to open different distribution channels.
- Control the sales team with more than 20 employees.
- Develop sales volume, sales forecasts and distribution plans.
- Identify business opportunities in sales.
- Review and track the monthly report on sales, competition and market share.

Replace with dates (2016 – 2018)

### Retail Manager

**Al Far - Importing & Trading Company**

#### Job Responsibilities:

- Prepare the reward and commission for the seller
- Prepare monthly sales reports containing a complete analysis of all transactions during the period.
- Developing and maintaining relationships with new and existing customers, and providing information to maximize sales volumes.
- Evaluating customer needs and their desire to work towards meeting their requirements.

Replace with dates (2010 – 2016)

### A Class Account Sales Supervisor

**Ayman Afandy for Import and Distribution**

#### Job Responsibilities:

- Prepare a plan for sales and goals to be achieved.

- Provide training, mentoring and motivation to employees.
- Building strong relationships with clients and meeting needs in a timely manner.

## **EDUCATION AND TRAINING**

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### **Master of Business Administration ( MBA )**

Replace with dates (2016 - 2018)

Arab Academy for Science and Technology, Business And Logistics,  
Egypt

Type of Study : "Marketing & Sales and Channel Management,"

Replace with dates (2005 – 2009)

**Bachelor of Commerce, Department of Business Administration**  
Ain Shams University, Egypt.

## **PERSONAL SKILLS**

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### **Communication skills**

- Excellent Communication skills.
- Ability to Work Under Pressure, Ability to lead, Apply to learn quickly.
- Good communication skills gained through my experience as Retail and Wholesale manager
- Effective Self Motivated , Energetic Producer, Motivation, Supportive , Negotiation Skills.

### **Computer Skills**

- Microsoft Office (Word, Excel, PowerPoint, Access).

### **Languages**

- Arabic (Mother language) and English.

### **Certification / Course**

- Contemporary Management
- Human Resources Management
- Channels of Distribution
- Managerial Finance
- Accounting & Financial Reporting
- Operations Management
- Marketing Management



# الأكاديمية العربية للمعلومة والتكنولوجيا والنقل البحري

بناء على توصية عميد  
كلية الدراسات العليا في الإدارة  
واعتماد رئيس الأكاديمية  
تم منح

مصطفى محمود كمال شراقي

درجة الماجستير في  
إدارة الأعمال

مع كل الحقوق والإميازات المرتبطة بذلك الدرجة  
وقد تم اعتماد تلك الشهادة وختمها بخاتم الأكاديمية  
بمدينة الإسكندرية - فبراير 2019

Param: #51535574



مستشار

رئيس الأكاديمية

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