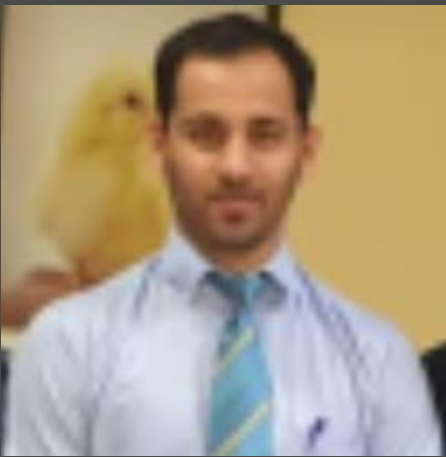




# Mohammed Ashraff

## CONTACT

-  951 Manama, Manama, Bahrain 10644
-  973-17789788 / 973-33417471
-  mohammed.ashraf@almarai.com
-  Indian
-  Bahrain driving licence, Indian driving licence

Mohammed Ashraf

## SKILLS

- Good customer relations
- Task oriented
- Handling customer objections
- Meeting sales targets
- Multitasking capabilities
- Product knowledge
- Business development
- Staff training
- Point of sale systems
- Market knowledge

## LANGUAGES

### English

Fluent

### Arabic

Upper intermediate

### Hindi

Fluent

## PROFESSIONAL SUMMARY

Dynamic and results-driven professional with a strong focus on business development and market knowledge. Demonstrates exceptional skills in customer relations, handling objections, and meeting sales targets. Proficient in multitasking, product knowledge, and staff training, with a proven track record of enhancing sales performance through effective use of point-of-sale systems. Committed to leveraging expertise to drive business growth and exceed organizational goals.

## WORK HISTORY

### Salesman

**October trading company** - Manama

### Salesman

07/2006 - 12/2016

**Almarai** - Manama

- Established new client relationships, resulting in expanded business opportunities.
- Managed a large portfolio of accounts to maintain long-term customer relationships.
- Developed sales strategies for higher profit margins.
- Nurtured strong rapport with clients, fostering loyalty and repeat business.

### Sales Supervisor

12/2016 - Current

**Almarai** - Manama, Bahrain

- Sales Competition winner for selling the highest volume - Ramadan (2017 & 2018)
- Delegated as acting Area sales manager (2023)
- Achieving 2 million sales budgeted volume per month.
- Handling 25 employees currently.
- Handling all sales and merchandising related activities in 3 major territories (Bahrain).
- Achieving all sales related activities (distribution, volume uplift, margin achievement, wastage control etc.)
- Maintaining Almarai standard across customers.

- Streamlined the sales process through effective leadership.
- Supervised the sales team, enhancing their performance and productivity.
- Conducted regular staff training to increase product knowledge and sales skills.
- Reviewed and analysed sales figures, resulting in strategic planning and forecasting.
- Negotiated deals with suppliers, securing best prices for products.
- Maintained up-to-date knowledge of market trends for informed decision-making.
- Developed new sales strategies for enhanced revenue generation.
- Collaborated with marketing team to design effective sales promotions.
- Oversaw inventory management for maintaining optimal stock levels.
- Established strong client relationships which resulted in repeat business.
- Upheld high-quality standards in all sales activities, reflecting positively on brand image.
- Managed customer queries to improve overall service experience.

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## EDUCATION

**Degree:** commerce

**Universal College** - Thalassery, Kerala, India

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## ACHIEVEMENTS

- Sales Competition Winner for high volume selling and margin achievement - Ramadan (2017 & 2018) (Almarai, Bahrain)
- Delegated as acting Area sales manager (2023) (Almarai, Bahrain)
- Achieving 2 million sales budgeted volume per month.
- Handling 25 employees currently.
- Handling all sales related activities in 3 major territories (Bahrain).
- Achieving all sales related activities (distribution, volume uplift, increase margin).

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## PERSONAL INFORMATION

- Date of birth: 01/20/84
- Gender: Male
- Nationality: Indian
- Marital status: Married

- Place of birth: Kerala, India

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## **HOBBIES AND INTEREST**

- Playing cricket
- Reading
- Travelling

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## **REFERENCES**

- Sayed Haider - 966545544073 Sayed.Haider@almarai.com
- Sabir Sadikh - 97333513185 Sabir.Sadikh@almarai.com
- Faheem Khan - 97336427853 Faheem.Khan@almarai.com