

Resume

IRFAN AHMED QURESHI
B.E (INDUSTRIAL ELECTRONICS) J.N.ENGINEERING COLLEGE.
MBA (MARKETING) MIT SCHOOL OF MANAGEMENT
PUNE UNIVERSITY



Email: qairfan@gmail.com
Mobile : 8767301091

Permanent address : Plot no: 8 Shah Colny Osmanpura
Chh .Sambhajinagar (Aurangabad) – 431005

Brief overview

Total experience 20 years of Corporate Experience total teaching experience of 6 years

- Senior / Top level assignments in the areas of Business Development/Marketing/Sales/Profit-center/ Business tie – ups . Productions Operations/Distribution-Dealer Network / Contract management.
- (Consumer Electronics & Durables , Construction Projects , (UPVC Products & services , Switch gear , Securities market /manufacturing/ Retail)
- Aptitude to adapt and perform in diverse industry.Driven with Strong business focus.
- Objective to work in professional organization where I can explore my general aptitude for better results.
- 15 years of stock market trading experience , well versed with Option writing (Derivative Trading)

A] PRESENTLY WORKING AS ASST. PROFESSOR MIT College of MBA Since 13/ Mar/2023

TOTAL TEACHING EXPERIENCE OF 7 Years

Teaching Experience

Institution	Designation	Duration	Subjects Taught
MIT College of MBA	Assistant Professor	Since 13th March 2023	Marketing Management, Supply Chain Management, Production Management, Indian Economy, Forex Management, Sales & Distribution Management, Brand & Advertisement Management, Business Economics

PURSUING PHD from MGM University .(Chh .Sambhajinagar (Aurangabad)

RESEARCH PAPERS

- (1) Presented Paper on Topic : Rethinking the Global Reserve Currency: The Imperative for a RESET Initiative at Institute of Management and Research (International summit : Building Sustainable Futures - 1-2 March 2024)
- (2) Topic: Important aspects of the Sukanya Samriddhi yojana: A Pathway to women's empowerment Paper published in International Journal of Multidisciplinary Educational Research 30/9/2023

(3) Presented Paper on A Study on Replacement Rate of Internal Combustion Technology Vehicles (ICT) by Electric Vehicles (EVs) in India at International conference on Viksit Bharat ON 27/9/2024 at ICVBSG organised by Centurion University Bhubneshwar Orissa

Personal details

Date of Birth: 20/11/1970.
Marital Status: MARRIED.
No. of Dependents: 2.

HASAN JUMA BHACKER GROUP (OMAN) Since 2014 SEP -2018 AUG (as GROUP GENERAL MANAGER)

Responsible for the Marketing and sales, Construction projects , UPVC Products & services (Switch gear Responsible for obtaining profitable results through the sales team by developing the team through motivation, counselling, skills development and product knowledge development.

- Generating sales through project consultants, architects, contractors and end users
- Monitoring and reviewing competitor's activities for updating the management for value addition in the product and services.
- Generate new business, explore potential markets and develop business relationships.
- Tight control over clients credits terms regular review of receivables.
- Monitoring and reviewing competitor's activities for updating the management for value addition in the product and services.
- Responsible for monitoring the performance of the sales team by establishing a system of reports and communications involving sales reports managing sales team.
- Representing the company on various project Exhibitions occurring in Qatar & Oman
- Presentation of sales and market analysis reports in the monthly meeting.

AL HOSNIGROUP INTER NATIONAL LLC. (MAR -2013 to JUN-2014)
AS BUSINESS DEVELOPMENT MANAGER

Job Profile:

- AL HOSNI GROUP international is highly diversified group dealing into manufacturing, Building materials Contracting and trading into Consumer durables and Kitchen appliances for Hospitality Sector.
- Responsible for Sales and distribution for CLAYTON premium brand hospitality industry.
- Responsible for developing Business development for material (UPVC Products)
- Took responsibility or product management sales & marketing for Consumer durables & Hospitality Customer base with brands like Clayton & KHISCO .
- Reorganised distribution network and set up new sales Channel for Hotel supply products.(Division as a result to reduce to cost of delivery and facilitate the co-ordination process between Sourcing , inventory and sales department .
- Maintaining tight margins and laying down strong credit control system
 - Business development, Product develop Aviation industry mostly for Air port expansion project of Oman , ties ups with international companies for supplying of products to the clients.
 - Sourcing and Supply of Ground support equipments like GPU(Ground Power units) from Company like AXA turbine engine parts for present ongoing Airport expansion for OAMC and Oman Air.
 - Managing contracts as result of procurement.
 - Dealing with clients OAMC (Oman Airport Management committee), Royal Air force Oman, Oman Air, Civil defence department of Oman.
 - Implemented & Managed cost reduction strategies
 - Making of commercial proposals.
 - Liaising with government authorities, contractors & consultants for business development including clients like OAMC (Oman Airport Management committee), Royal Air force Oman , Oman Air , Civil defence department of Oman, Royal Oman Police Aviation.
 - Inviting offers, communicating with vendors and suppliers on technical clarifications and receiving offers

I. GENETCO as Snr. Manager (Corporate) April 2007 to JAN 2013:

Job Profile:

GENETCO .leading Company in Consumer Electronics and Home Appliances Company

- Spearheading diverse functions including Profit center operations entailing sales, marketing operations, brand management, product management, key account management, distribution management, channel management etc.
- Key products handled: Air-conditioners ,L.C.D, Televisions Refrigerators ,Washing Machines ,Combined ,Electric Cookers ,Chest Freezers ,water coolers Micro wave Oven ,Small Appliances etc.
- Steered the business operations of Brands like SANYO,Videocon,Gree,Finolex, Buxtron, etc.
- Well versed in dealing with Hypermarkets like Carrefour, lulu, electronic retail chain like Emart ,Souqtechnia.
- Successfully Monitored price and Margin control.
- Finalizing Annual Sales target ,rebates , Discount schemes for dealers
- Organized well manage firm credit control system

II. ABU HANI L.L.C MUSCAT OMAN,

A. Sales &Marketing Manager(OCT 2002 – 2007 Feb (ABU HANI L.L.C) MUSCAT OMAN .

Job Profile:

- Carried out Market research for new product launch and essential feedback to production department for product improved and modification.
- Media planning for advertisement.
- Product management, distribution and Channel management etc.
- Key products handled: Air-conditioners Televisions Refrigerators, Washing Machines, Micro wave Oven, Small Appliances.
- Steered the business operations of by tie- up with agencies ,like Tatung ,Westair etc.
- Expanding business through contractors, corporate sales.
- Liaisoning with principals/suppliers.
- Successfully expanded distribution network from 68 to 108 Potential Interior dealers.
- Established local Brand “STARWAY” which included Products like Air-conditioners Televisions Refrigerators, Washing Machines, Micro wave Oven, Small Appliances etc.
- Established after sales service network.
- Well versed in dealing with Hypermarkets like Carrefour, lulu, electronic retail chain like Emart ,Souqtechnia.
- Forged alliances with Finance companies for finance like Al- Omaniya Finance, for the customer supplemented by promotional schemes.
- Successfully Monitored price and Margin control
- Finalizing Annual Sales target ,rebates , Discount schemes for dealers
- Organized well manage firm credit control system
- Inducted small Appliances range which increased company revenues by 20 % and improved margins by 4 %
- Established company show rooms in order to generate cash revenues.

Professional Profile

- A proactive professional and planner with expertise in strategic planning, market plan execution account management, competitor and market analysis, etc.
- An Out-of-the-Box Thinker with a proven track record of increasing revenues, establishing networks, streamlining workflow and creating a team work establish corporate goals, short term and long term budgets and develop business plans for the achievement of these goals. Business planning and analysis for assessment of revenue potential in business opportunities.
- A skilled communicator with exceptional presentation skills and abilities in forging business partnerships in markets, lead cross-functional teams and establish beneficial relationships with key players in the industry.
- Possess expertise in working on international and multicultural environments with the distinction of exploring new markets for expanding businesses from scratch and streamlining operations.

Strategic Planning Profit Centre Operations:

- Identify and develop new streams for long term revenue growth and maintain relationships with customers to achieve repeat/ referral business.
- Conduct competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
- Utilize the public information and personal network to develop marketing intelligence for generating leads.

Key Account Management:

- Initiate and develop relationships with key decision makers in target organizations for business development.
- Identify prospective clients from various sectors such as government and corporate, generate business from the existing, thereby achieve business targets.
- Evolve market segmentation & penetration strategies to achieve targets.

Sales and Marketing:

- Develop marketing strategies to build consumer preference and drive volumes.
- Provide direction to execute promotions/launches in sync with regional characteristics.

Channel Management:

- Identify and network with channel partners, resulting in deeper market penetration and reach
- Evaluate performance & monitor their sales and marketing activities.

Brand Management:

- Build brand focus in conjunction with operational requirements.
- Ensure maximum brand visibility and capture optimum market shares.
- Liaise with advertising & PR agencies for management of advertisement campaigns, press conferences & press releases.
- Design & manage corporate communication, brand image building and product awareness campaigns/launch.

Place:

Mr. Irfan Ahmed Qureshi