

NOMAN ZAFAR

PERSONAL INFORMATION

- Date of Birth: 4th June 1982
- Marital Status: Married
- Iqama: Transferable
- Nationality: Pakistani
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OBJECTIVE

- Seeking a position with a Dynamic, Growing and Rewarding Organization which commensurate with my skills & experience wherein I can develop myself with the progress of the Organization.

EDUCATION

- MA. Economics
Karachi University, Pakistan -- 2006-2008
- Master of Business Administration (MBA) CGPA
Major: Marketing 3.73/4.00 2003-2005
Hamdard University Karachi, Pakistan 84%
- Bachelor of Computer Science (BCS) CGPA
Hamdard University Karachi, Pakistan 3.48/4.00 2000-2003
80%

EXPERIENCE

- Sales & Marketing
- **Brief Profile:** +4 Years Sales and Marketing (FMCG) experience in Saudi Arabia. + 3.5 Years with Al Injazat / Bugshan Group (distributing Nivea, Dabur & Dior brands) as Brand Manager. 6 Months with Ajyal Information Systems providing business solutions and ERP services as Sales & Marketing Consultant.
Brand Manager, Al Injazat/Bugshan Group, Jed. (Jul'06 till date)
Currently, working as 'Brand Manager' under the brand name 'Nivea'.
 - **Responsibilities:**
 - Developing / Reviewing / Revising IMS forecast by SKUs.
 - Closely working with Trade Marketing team in all aspects of marketing like developing / implementing / evaluating consumer promotional plans, key account campaigns, identifying emerging risk and opportunities relating new launches, managing / training merchandising teams, monitoring launch plans and post launch activities etc.
 - Performing inter-branch stock transfers, furthermore developing and maintaining an effective inventory strategy to reduce capital employed in inventory holding whilst achieving agreed stock level.
 - Preparing Net Sale / Import forecast based on IMS forecast.
 - Preparing monthly orders and 12 month rolling forecast / unconfirmed orders.
 - Coordinating with Trade Marketing & sales team to identify trade needs/ opportunities

Computer Sciences

- to develop special mix trade deals / promotions and trade incentive schemes.
- Closely monitoring short expiry and slow moving stock and proposing various liquidation proposals to Trade Marketing to reduced it and avoid financial losses.
- Setting region wise Sales and Collection target and strong follow-up on receivables.
- Closely following up / analyzing sales, off-take & distribution performance, particularly for new products. Moreover, evaluating sales distribution system / coverage matrix by trade segment also maintaining / tracking historical internal sales data for last 5 years.
- Closely reviewing market share trends and seasonalization within the business to redefine the methodology for stock volume forecasting
- Preparation and distribution of sales related reports and marketing presentations, generated in a format enabling decision making.
- Monitoring BTL / Commercial Budget on an on-going basis to ensure expenditures are in-line with pre-approved figures, also preparing various debit notes on quarterly basis.
 - Sales and Marketing Consultant, Ajyal Systems Group, Jed, Dec' 05 - Jun'06
Worked as a 'Sales and Marketing Consultant' for Ajyal Systems Group, one of the leading software houses in Middle East, providing business solutions and ERP services.
 - Responsibilities:
Present, demonstrate and articulate advance features/benefits of all Ajyal Applications handling entire sales process from prospecting to closing. (<http://www.ajyal.com>).
 - Research Coordinator, United Bank Limited April 2005 - September 2005
Successfully completed six months Internship/Training program in UBL.
 - Professional Qualification:
 - Oracle 9i (DBA) Certification from Aptech, Pakistan (2005).
 - Oracle 9i DS Certification from Aptech, Pakistan (2005).
 - Database Management Systems:
Oracle 8i, Oracle 9i, MS Access, MySQL.
 - Software Development:
 - Programming: JAVA, Visual Basic, C++, SQL.
 - Tools: Oracle 9i Form Builder 9i, Java Sun One Studio.
 - Web Development:
 - Programming: JAVA Beans, JavaScript, XML, Java Server Programming (JSP) WSC, VBScript, HTML, CSS, Active Server Pages (ASP).
 - Tools: Top Style, Macromedia Flash 5.0, Swish, Java Sun One Studio, Macromedia Fireworks 7, Macromedia Dreamweaver 7.01.
 - Software Design:
Microsoft Visio, OOSAD (Object Oriented System Analysis & Design), Microsoft Project, Unified Modelling Language, Rational Rose, Software Design Patterns, GRASP.
 - Projects:
 - Personal Music Directory' built in Visual Basic 6.0 and MS Access as backend.
 - Web site of 'Pak Tire Corporation' developed using Active Server Pages (ASP), HTML, VBScript, Macromedia Flash 5.0, Swish 2.0 and CSS.
 - Bachelor Final Project:
The Test Portal and Personality Assessment System:
 - A web based test portal providing platform for administrators and users (institutes, companies etc) to design and publish their own tests. This also included Psychometric Tests (IQ, EQ). Built mainly using UML, JAVA, JSP, JavaScript, HTML, CSS, JAVA Beans and MySQL.