

ASHRAF PHOOLWALE

MARKETING & SALES PROFESSIONAL

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Highlights of skills:

- ❖ Positioning the product in the mind of the consumers for a quick brand recall.
- ❖ Creating a visual display as well as new product demonstration availability for the consumer.
- ❖ Understanding and analyzing the key requirements of the customer to push the product in the market.
- ❖ Enhancing sales by timely branding & promotion of products by various methods adjourned by marketing team.
- ❖ Providing Training & information about NPI LAUNCH to staff on calendar basis made by senior staff.
- ❖ Regular Training to customers on weekly basis on all Apple categories which helps Building long term relationships with clients by providing constant support, information, recommending solutions and continual service improvements.
- ❖ Generating and evaluating enquiries; providing appropriate business solutions.
- ❖ Researching the market and related products so as to effectively bring out a sale over the competitors.
- ❖ Devising and strategizing new ways of marketing the products and working with team to enhance the overall performance and exceed in achieving the targets.

Work Experience:

COMPANY: MI HOME STORE (XIAOMI TECHNOLOGY)

DURATION: MAY 2018-PRESENT

DESIGNATION: STORE MANAGER.

- Responsible for Managing store Revenue share & Achieving Quarterly Targets & Generate Pro-Actively revenue to enable Month On Month Growth.
- Responsible for Ordering Merchandising and Branding Materials for New Launch Products.
- Handling customers queries & escalations with regards to Xiaomi line of Products & escalate to Service team.
- Managing team professionals & allocating monthly targets to the team to achieve timely Revenue.
- Maintaining weekly Dashboards for business achievements & making Plans for DRR & RRR.
- Competitor Analysis to understand the market trend & maintain addressable Market share of Xiaomi Products.

COMPANY: APPLE INDIA PRIVATE LIMITED(LFR AUTHORIZED APPLE PARTNERS)

DURATION: NOV 2016 – MAY 2018

DESIGNATION: APPLE IPRO

- Accomplishing Sales Target through aggressive customer service & relationship Building
- Managing Apple Business in multiple Brand Program Authorized Retail LFR in Mumbai.
- Meet sales goals by training, motivating and providing feedback to LFR executive team.
- Propose innovate ideas to increase counter share including retail as well as corporate deals.
- Understand competition & taking relative measure branding to make our product into customer mind & help them choose the product right.
- On held demos to customer to be friendly with Product & suggest best product as per there requirement.
- Taking care of product availability in system through SAP & communicating to higher management.

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COMPANY: MAPLE DIGITAL TECHNOLOGY PRIVATE LIMITED (APPLE AUTHORISED RESELLER)

DURATION: DEC 2014- JAN 2016

DESIGNATION: TEAM LEADER

- Efficiently displayed and demonstrated Apple product professional to prospective customers with respect to providing detailed specifications about their line of interest.
- Engage in conversations with customers so to apprehend their key requirements in products like Phones, Tablets, Desktops, Laptops and Accessories; and give them comparative analysis of competitors' products.
- Taking care of Merchandising as per Plano gram which is as per Apple Plano.
- Making Necessary changes as per need & Providing Training to Customers for showing benefits, ease of use for Apple products.
- Gained in depth knowledge of Visual merchandising as color blocking displaying the products in the stores.
- Having Regular training sessions for staff for motivating & polishing their knowledge about products & timely analysis.

COMPANY: INFNOVATIVE EDUTAINMENT SYSTEMS

DURATION: NOV 2012- JULY 2013 (Internship)

DESIGNATION: MARKETING EXECUTIVE

- Making Marketing plans for product and taking steps for implementing the ideas.
- Visiting various colleges and schools of specified area & getting tie ups with the company.
- Communicating effective ways of educating the students by co-coordinating with the heads of the department.
- Handling day-to-day activities to carry out promotional activities and motivating the team for same.

Educational Qualification:

Course	Institute and board	Year of passing	Aggregate
PGDM	ORIENTAL SCHOOL OF BUSINESS VASHI	2014	1 ST CLASS
B.COM	KONKAN COLLEGE OF KARJAT	2011	2 ND CLASS
HSC	AJM COLLGE OF KARJAT	2008	1 ST CLASS
SSC	KES SCHOOL OF KARJAT	2006	2 ND CLASS

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Achievements and Responsibilities:

- Apple certified professional within one month of Apple sales online training program.
- Achieved individual and team sales target as Team Leader during my tenure in Maple.
- District level 4X100M running relay champion.
- Runner up in Maharashtra level running 4x100m relay 2011
- Participated in Maharashtra language competition in 2009

Hobbies and Interest:

- Engaging in outdoor games specially cricket, kabbadi, and Athletes.
- Travelling to new places with family and friends.
- Watching videos related to Gadgets & new products launch.
- Wants to learn about new technology dimension.

Address:

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