

Mushtaq Ahmed Mulla

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Sales, Marketing & International Business Development Professional, With 20+ years of rich, quantifiable and cross-cultural Experience with leading Multinational Automotive Manufacturing Companies & Exports Establishments

Abridgement

Integrity-driven, resourceful & Successful Sales, Marketing, and International Business Development professional.

A Strategic thinker who can plan & implement sales, marketing & business initiatives with proven ability to drive business expansion and ensure revenue growth, market share, and market penetration. Demonstrated success in establishing & managing global sales channels & distribution partners in markets including Europe, Middle East, SAARC & Southeast Asia.

Particularly strong in relationship management, team building, and general business acumen; verifiable track record of successfully driving revenue and profitability gains within highly competitive organizations, industries, and markets. Ambitious, and intensely focused on bottom-line results.

Career Path



Proficiency Forte

International Business Development

- Identifying & building new overseas markets & delivering results in growth, revenue, profitability & operational performance
- Segmenting the market based on market share, demand and varied needs, and targeting the potential segment for business and eventually positioning the brand (or organization) within consumer's minds.
- Analysing organizations strength, weakness, opportunities and threats in the target market and communicating the same within the organization effectively for accomplishing the business objectives and goals.
- Sound knowledge of the business dynamics & growth opportunities in Europe, Middle East, SAARC & Southeast Asia.
- Organise sales force to focus on expanding identified lines of business (retail and corporate, Govt & institutional sales); Negotiate and close deals; Organise & direct marketing campaigns; Devise referral / loyalty programmes; Review progress on sales plans in order to increase market share of business.

Strategic Management / Profit Centre Operations

- Study external market; Identify opportunities; Create overall strategy including network expansion plans; Plan investment & resources required; Monitor all aspects of business performance (financial, customer satisfaction, process adherence and employee engagement).

Channel Sales.

- ↳ Driving sales through Distributor, Dealer & Sub Dealer channel. Improving enquiry registration, tracking and conversion
- ↳ Planning, implementing, monitoring & reviewing periodically sales & enquiry management system at dealerships

Dealer Development

- Formulation of Retail Network Strategy to ensure optimal market coverage and visibility.
- Network mapping & appointment of a strong Dealer network.
- Monitoring end-to-end process flows in order to ensure operational efficiency through dealers.

Key Accounts Management

- Building and maintaining healthy business relations with customer, enhancing customer satisfaction matrices by achieving delivery & service quality norms.
- Coordinating for resolution of grievances of individual and corporate clients for superior customer service.
- Identifying & networking with prospective clients; generating business from existing accounts and achieving profitability along with the sales growth.

Customer satisfaction

- Understanding & measuring customer satisfaction through surveys & taking suitable measures in order to achieve continuous improvement in Sales & Service satisfaction index. Build relationships with key customers; & build loyalty among customers

People Management

- Expertise in building and motivating large teams. Motivate, mentor and lead talented professionals.

Professional Experience

Entrepreneurial/ Freelancing Experience**May'2019 – Till date**

↳ Ran my company MZZ Global Tradesource Pvt Ltd till Nov 2020 when we decided to windup the company because of covid lockdown and the resulting losses. Since then I have been helping companies in sales, marketing and International business development as a freelance consultant.

ZF Services Middle East-Qatar WLL**July'2018 – April 2019****Branch Manager- Qatar****Reporting to – Managing Director****Role:**

- ↳ Head “ZF Services Middle East Qatar WLL” a subsidiary company of ZF Friedrichshafen AG (a global technology company supplying systems for passenger cars, commercial vehicles, marine and industrial technology, enabling the next generation of mobility, a global leader in driveline & chassis technology as well as active & passive safety technology) in Qatar with overall profit and loss responsibility for the Business.
- ↳ Establish and increase the footprint of all the brands under the ZF group like ZF, LEMFÖRDER, SACHS, TRW, BOGE & OPENMATICS providing Transmissions & other high tech components for Passenger Cars, Trucks, Busses, Construction Machinery, Military Vehicles, Marine Applications, Helicopters etc. in Qatar
- ↳ Establish good business relationships with Government entities and channel partners.
- ↳ Responsible for ensuring appropriate technical support for the maintenance, repair & overhaul of ZF transmissions in the fleet of major trucks & bus operators, Military vehicles, Qatar Navy, Coast guards, shipping companies and Major OEM dealers like MAN, BMW, Jaguar, Land rover etc.
- ↳ Oversee local market, sales activities, and competitor analysis, predict and prepare to take advantage of industry trends and customer demand changes.
- ↳ Lead the business in all aspects of strategic planning including, capital planning, resource planning, and growth initiatives as required to drive the profitable growth of the Business Unit. Direct the Business Unit to grow new products and services.
- ↳ Plan, develop and implement strategies for generating resources and/or revenues for the Company.
- ↳ Review activity reports and financial statements to determine progress toward performance objectives.
- ↳ Ensure regular visits by self & the team to customers/ prospective customers so as to maintain & nurture existing relationships / develop new relationships.

Noteworthy Highlights:

- ↳ Established the brands like TRW, Sachs, Lemforder & Boge which were merged into ZF after acquisition.
- ↳ Acquired contracts from the Army for refurbishing the armoured vehicles & for the maintenance of Naval & coastguard fleet

MZZ Global Tradesource Pvt. Ltd**Aug'2017 – June'2018****Director- Sales, Marketing & Business Development**

Co-founded “MZZ Global Tradesource Pvt Ltd”, a company dealing in Exports and trading of Agricultural Tractors & implements & Natural Stones like Granite, Marble & Sandstone.

Role:

- ↳ Spearheaded the Sales, Marketing & Business Development of the company.
- ↳ Direct the preparation & implementation of short term & long-term plans & budgets, based on broad company goals, in order to optimize the achievement of revenue, profit & growth targets.
- ↳ Formulation & Implementation of Country specific Marketing plans.
- ↳ Assessing market expansion opportunities, developing new distribution channels and supporting market development activities within key markets, with special focus on European markets.
- ↳ Create pull-through demand by developing relationships directly with the end user and building the needed distribution channels, while coordinating closely with the suppliers, training, marketing and other support functions of the organization.

Noteworthy Highlights:

- ↳ Signed up an agreement with “Indo Farm Equipment Limited” appointing MZZ as its authorized representative to provide consultancy, advisory & liasoning services in matters related to Business development and identifying Dealers to sell their tractors and agricultural implements in Srilanka, France, Netherlands & Spain.
- ↳ Signed up an agreement with “AST VINA Co. Ltd” Vietnam appointing MZZ as its authorized representative to provide consultancy, advisory & liasoning services in matters related to Business development and identifying Dealers to sell their Golden Rabbit GR185DT compact tractors and agricultural implements in the whole of EUROPE, SAARC, North & East African Countries.
- ↳ Identified potential markets in Europe, Middle East & Australia and tied up with importers for exporting Natural stone products from India.
- ↳ Established Exclusive partners in Qatar with an intention to tap the construction boom in Qatar for FIFA 2022

VST TILLERS TRACTORS LIMITED**May'16-Jul'17****Head-International Business Development****Reporting to – CEO****Role:**

- ↳ Head the International Business Department of the company
- ↳ Actively explore and develop new markets for the compact tractors and tiller business across the globe, with special focus on Europe, South Asia, Africa and South American markets
- ↳ Direct the preparation & implementation of short term & long term plans & budgets, based on broad corporate goals, in order to optimize the achievement of revenue, profit & growth targets

- ↳ Responsible for brand positioning & brand building in the country.
- ↳ Formulation & Implementation of Country specific Marketing plans.
- ↳ Network mapping & appointment of a strong Distributor & dealer network in the country.
- ↳ Provide leadership & direction to the distributor & dealer network in terms of operations, planning sales campaigns, publicity/marketing/brand building campaigns, sales schemes, MIS, logistic, after sales service, etc.
- ↳ Monitor & control, vehicle orders on the plant, country stock, retail, commercial clearances, payments & receivables for smooth functioning of the business.
- ↳ Understanding & tracking overall market, relevant segments, growth trends & monitoring competition marketing strategies.
- ↳ Successful & systematically planned launching of new products / variants in the market & phasing out of existing models based on the market / customer demand.
- ↳ Liaison with the various govt. agencies for homologation of the products & other activities required for the business.

Noteworthy Highlights:

- ↳ Formulated the export strategy for the company with a target to have 20% revenue from Exports by 2020(3 years).
- ↳ Got tractors homologated as per the European norms and obtained necessary approvals from agencies like FMRC, Sri Lanka etc. for selling in those markets.
- ↳ EUROPE - Appointed distributors in Netherlands, Belgium, Germany, France, Spain, Luxembourg, Poland, Moldova, and UK
- ↳ ASIA – Appointed distributors in Iran, Sri Lanka, Myanmar, Nepal, and Indonesia. Exploring other markets like Bangladesh, Cambodia, Laos, and Philippines etc.
- ↳ AFRICA – Appointed distributors in Kenya & Nigeria. Exploring markets like Morocco, Ghana, and Tanzania etc.
- ↳ SOUTH AMERICA- Appointed distributors in Mexico, Dominican Republic, Haiti and Central America.

Entrepreneurial Experience

Mar'2015 – Apr 2016

- ↳ *Spearheaded the establishment of a trust aimed at providing training & development of youth under various government schemes*

Force Motors Limited

Jan'2014 – Feb'2015

Head- Dealer Development (PAN India)

Reporting to – President & COO

Role:

- ↳ Head the dealer development department of Force Motors Ltd in the country for commercial vehicles division.
- ↳ Appointment of a strong & efficient Dealership network across the country.
- ↳ Ensuring continuous improvement in the efficiency of Dealership network by designing, delivering & overseeing regular training programs.
- ↳ Provide recommendations for Management and Executive approval, business strategies and corrective action plans designed to address Dealer Standards problems and opportunities
- ↳ Lead regular reviews and updates of the dealer Standards, including Corporate Identity for dealers, monitor actual dealer situations; and conducts audits & meetings as required.
- ↳ Putting Systems & Process in place.
- ↳ Provide leadership & direction to the dealer network in terms of operations, planning sales campaigns, publicity/marketing/brand building campaigns, MIS, logistic, after sales service, etc.
- ↳ Understanding & measuring customer & Dealer satisfaction through surveys & taking suitable measures in order to achieve continuous improvement in Sales & Service satisfaction index.

Noteworthy Highlights:

- ↳ Drafted New Network Strategy for the organisation.
- ↳ New Dealer Infrastructure Guidelines Prepared & released
- ↳ Appointed 11 New dealers & evaluated 209 dealers for implementation of infra & viability improvement projects.

Volvo Eicher Commercial Vehicles Limited

July'2011 – May'2013

Senior Manager - Dealer Development (PAN India)

Reporting to – Vice President

Role:

- ↳ Responsible for the overall Network Expansion Activity of Volvo Eicher Commercial Vehicles Ltd in the country.
- ↳ Network mapping & appointment of a strong Dealer network.
- ↳ Ensure Dealer initiatives are implemented correctly by designing, delivering & overseeing training throughout the network.
- ↳ Putting Systems & Process in place.
- ↳ Conduct Dealer satisfaction surveys & take suitable measures to improve the overall performance of dealership network.
- ↳ Lead regular reviews and updates of the dealer Standards, including Corporate Identity for dealers, monitor actual dealer situations; and conducts audits & meetings as required.
- ↳ Lead regular reviews and updates of the quality management system for the Company and conduct quarterly DOS audits & meetings as required

Noteworthy Highlights:

- ↳ 25 New dealership (2S & 3S) activated in 2011. 48 New Dealerships (2S & 3S) activated in 2012. 25 Existing Dealer upgraded to the state of art facilities as benchmarks for quality of infrastructure in the network.

- ↳ New Dealer Infrastructure Guidelines Manual Prepared & released
- ↳ Viability Programme aiming at supporting dealers financially and training them on increasing productivity and profitability at their dealerships.

Tata Motors Limited

June'2010 – June 2011

Regional Manager – Dealer Development (South)

Reporting to – Head Dealer Development

Role:

- ↳ Responsible for the overall Marketing Services/Dealer development Activity of Tata Motors, Passenger Cars Business Unit in South India.
- ↳ Work cross-departmentally to manage and regularly review the CRM-DMS projects
- ↳ Establish annual objectives that focus improving the efficiency and expansion of the Company's business and the individual dealer targets for the region
- ↳ Understanding & tracking over all market trends & monitoring competition strategies & dynamics.

Noteworthy Highlights:

- ↳ 11 New TATA FIAT dealerships activated.
- ↳ 15 Tata Dealerships upgraded to TATA-FIAT dealerships with all the necessary branding & other norms in place.
- ↳ 40 exclusive Nano Dealerships created
- ↳ Project EXCEED (Exceeding Customer Expectation through Enablement of Distribution network) with an objective to drive DES, SSI & CSI scores through focused initiatives in sales & service process, Viability, HR & PMS
- ↳ Considerable improvement in SSI & CSI scores of both TATA & FIAT brands with the FIAT brand achieving No-2 position in the J D Power Syndicate CSI survey 2010

Tata Motors Limited

Nov'2006 – May'2010

Country Manager – Saudi Arabia, Oman & Yemen

Reporting to – Head, International Business

Role:

- ↳ Responsible for the overall business of Tata Motors, Passenger Cars in Saudi Arabia, Oman & Republic of Yemen
- ↳ Direct the preparation & implementation of short term & long term plans & budgets, based on broad corporate goals, in order to optimize the achievement of revenue, profit & growth targets.
- ↳ Responsible for brand positioning & brand building in the country.
- ↳ Formulation & Implementation of Country specific Marketing plans.
- ↳ Network mapping & appointment of a strong Distributor & dealer network in the country.
- ↳ Provide leadership & direction to the distributor & dealer network in terms of operations, planning sales campaigns, publicity/marketing/brand building campaigns, sales schemes, MIS, logistic, after sales service, etc.
- ↳ Monitor & control, vehicle orders on the plant, country stock, retail, commercial clearances, payments & receivables for smooth functioning of the business.
- ↳ Measuring customer satisfaction through surveys & taking suitable measures in order to achieve continuous improvement in Sales & Service satisfaction index.
- ↳ Understanding & tracking over all market, relevant segments, growth & trends & monitoring competition marketing strategies & dynamics.
- ↳ Successful & systematically planned launching of new products / variants in the market & phasing out of existing models based on the market / customer demand.
- ↳ Liaison with the various govt. agencies for homologation of the products & other activities required for the business.
- ↳ Studying & understanding the market of the other GCC countries like Bahrain, Kuwait, Qatar, UAE etc & preparing a business plan for entering & establishing business in these countries

Noteworthy Highlights:

- ↳ Initiated the business in Middle East from scratch with the appointment of distributor & dealer network for passenger cars in Saudi Arabia.
- ↳ Made Saudi Arabia a key market for Tata Motors with considerable car volumes & relevant market share amid tough competition from global players in terms of price & quality.
- ↳ Mapped markets in Oman, Yemen to expand the potential business partners in these countries.
- ↳ Meticulously maintained the profitability by EBITA margins at 8% level.
- ↳ Got the cars homologated for all the GCC countries with an intension to expand the business.

Mahindra & Mahindra Limited

Nov'05-Oct'06

Area Manager (Sales)-Tamil Nadu

Reporting to – Zonal Manager

Role:

- ↳ Responsible for Sales & Marketing of the company's Cars & SUVs to achieve the targeted sales in Tamil Nadu state.
- ↳ Build Dealer network for the launch of Logan Car (in Jan 2007), a product of Renault, manufactured & Marketed in India by the joint venture company "Mahindra Renault Ltd".
- ↳ Driving sales through 9nos of Dealer showroom and 25 branch network

- ↳ Putting Systems & Process of the highest standard in place at all dealerships
- ↳ Improving JD power SSI score at all the dealerships
- ↳ Tracking competition product movement, scheme effectiveness and customer feedback to formulate better schemes and improving brand image
- ↳ Media planning and designing based on schemes and brand positioning
- ↳ Drive successful promotional campaigns to Promote Brand activities winning Mind share of target customers thus achieving continuous flow of business and generate sales for the region
- ↳ Tracking and analyzing data for monthly reports on sales figures, stocks position & similar important indices

Noteworthy Highlights:

- ↳ Improved the regions average weighted SSI score to 860 from 780 & made Tamil Nadu as the best region in the country for Customer Satisfaction in the JD power SSI survey.
- ↳ Efficiently made dealer network of 6 dealers for launching the Renault Logan car.
- ↳ Successfully doubled the sales of SUV Scorpio in Tamil Nadu in a years time.

Bajaj Auto Limited

Jul'03-Oct'05

Area Manager (2 wheeler Sales) - Kerala

Reporting to – Regional Manager

Role:

- ↳ Responsible for Sales & Marketing of Vehicles (2 wheelers) to achieve the targeted sales in Kerala.
- ↳ Planning, implementing, monitoring and reviewing periodically sales and enquiry management system at dealerships
- ↳ Co-coordinating with Head office in implementation of Special programs - through feedbacks, best practices sharing and new channels of sales.
- ↳ Tracking competition product movement, scheme effectiveness and customer feedback to formulate better schemes and improving brand image
- ↳ Media planning and designing based on schemes and brand positioning
- ↳ Smoothly coordinate sales promotions, marketing activities for the product in the region

Noteworthy Highlights:

- ↳ Increased the sales of two wheelers from 3000 Nos per month to 8700 per month in 2 years time.
- ↳ Increased the outdoor sales contribution of the network from 800 Nos to 4500Nos per month.
- ↳ Increased the main dealer network from 11 Nos to 15 Nos. & the sub dealer network from 22 to 34

TVS Motor Company Limited

Nov'2000-Apr'2003

Graduate Engineer

Reporting to – GM, Marketing

Role:

- ↳ Standardize Sales & Service process at all the dealerships, across the country
- ↳ New Product Launch
- ↳ Running special programs thought out the network to improve the improve the JD Power SSI & CSI index
- ↳ Conduct dip stick study in various markets across the country to understand customer needs , preferences & behavior
- ↳ Liaison with R&D department & the production plant to bring in necessary changes in the product based on the market study.

Noteworthy Highlights:

- ↳ Played a key role in designing the sales training material for the launch of the company's successful scooter "Scooty Pep" and arranged the launch and training programs for all the dealers across the country.
- ↳ Conducted Time & process study at dealerships service centres, the data was used as a major reference by the management to standardise service process and also to decide on some aggregate parts supply.

Academic Credentials

Qualification	:	Bachelor Of Engineering (Mechanical).
Percentage	:	72% (first Class with Distinction)
Year of Passing	:	Oct 2000
College	:	B. V. B College of Engineering & Technology, Hubli.
University	:	Karnataka University, Dharwad, India.

Personal Dossier

Date of Birth:	27 th April 1978
Contact Address:	# 48/6, 2 nd Cross, Mangal Oni, Karwar Road, Hubli, Karnataka – 580029, INDIA
Linguistic Abilities:	English, Hindi, Kannada, Urdu, Arabic
Marital Status:	Married
Nationality:	Indian