

# Syeda Sundus Sidrah

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+92.315.0255539 • Pakistan • std\_8739@iobm.edu.pk

**Sales & Channel Management | Category Management | Trade Marketing |  
Sales Promotion | Business Development**

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**FMCG Sales Operations | Strategic Planning | Budgetary Controls | Customer Excellence**

A forward-thinking professional with over 09 -years of diverse experience in the field of Sales and Marketing. Experience includes, but not limited to, Sales Management, Channel Development, Category Management, Demand Planning, Shopper Marketing, Sales Promotion & Trade Marketing. Performed Business Analytics, devised RTM strategies and developed Commercial Plans for Global Beverages and FMCG Brands. Managing portfolio of the strongest and fastest growing channel (Large Grocery) of Nestle Pakistan, with sales crossing over PKR: 500 Mio per Month. My current and prior roles have enabled me to demonstrate working with passion and resilience.

## CORE COMPETENCIES

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Channel Management | Negotiation | Channel Growth | Budget Planning and Management | Customer Management | Sales Operation | Strategic Planning | Market Development | Project Management | Cross Cultural team Building | Competition Analysis | Leadership | Distribution Management | Sales Planning & Analysis | Focusing on Bottom Lines | Vendor Management

## WORK EXPERIENCE

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**Nestle Pakistan (Pvt.) Ltd. - Karachi, Sind**

**Area Sales Manager** – Large Grocery Channel

[August 2018 - Present]

- Ensuring achievement of agreed targets/KPI's for the Large Grocery Channel
- Develop and Implement Field Sales Plan for Large Grocery Channel with distribution sales force and act as a liaison between company and distribution teams
- Implement and give inputs for in-store vision of success for the channel in each category. Support its implementation and continuously review the effectiveness of in-store action through merchandising
- Identify priority categories to recommend tailored category and channel plans in line with the overall LG Channel strategy
- Contribute channel inputs to Integrated Commercial Planning process by identifying the key opportunities and possible action plans in the market based on shopper understanding
- Implement and be the source to recommend actionable in-store solutions based on overall understanding of shopper and competition
- Ensure all sales promotion and activation investments are properly reviewed and evaluated
- Plan incentive drives and ensuring its successful execution

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- Responsible for all kind of Best in class ICP execution along with Market Intelligence & competition insights to be circulated each quarter to enhance capability development of sales team

#### **ACHIEVEMENTS:**

- ✓ Successfully achieved 30% YTD Growth (Entire LG Channel) FTY 2020
- ✓ Delivered 56% growth against set target of 20% for Nation wide company led **Top Shop Program**
- ✓ Received **STAR LG Manager** award from Nestle Nutrition team Nationally based on 36% exceptional growth in the Nutrition business
- ✓ Achieved 90% POS (Picture of Success) Scores which was highest on the National Scorecard

#### **PROJECTS:**

- Successfully conducted study on Competitive Landscape that broaden horizon in knowing competitors and their performance and contribution in trade
- Successfully developed LG Channel Strategic Guideline / Document to aid basic learning about Large Grocery channel to all. Also, completed category-based shopper insight projects for categories including: Spices, Biscuits, UHT Milk, Flavored Milk & Edible Oil
- Project Mapping and Gauging Shopper Traffic (In Depth Heat Analysis) at Top LG Stores.

#### **Coca Cola Icecek - Karachi, Sind**

**Sales Development Executive** – Key Accounts

[May 2016 to July 2018]

- To ensure meeting and exceeding monthly targets in order to drive sustainable and profitable growth for the company.
- Responsible for assets management (Coolers, signage, glass, shell and outlet activation material) where necessary and ensuring the assets do not get misused.
- To ensure smooth operations of existing outlets and convert new potential outlets in order to improve volume sales.
- Carrying out successful in store execution in order to facilitate trade marketing team at times of new launches, other marketing activities etc.
- Responsible for successful execution of RED (reference to proper merchandising and in-store presence of marketing execution material at KO outlets to enhance Coke presence
- To closely monitor cooler fullness, chiller integrity and placement at first place to improve product visibility and coverage
- To ensure availability / presence of Coke products (pack wise) including Core Packs and innovation packs (Monster, Mutant, Cappy Joosi and others) at each outlet
- To closely monitor SFE measures (Call Completion 100%, Strike Rate 75% and Out Route <05%)

#### **ACHIEVEMENTS:**

- ✓ Contributed YoY Growth of 19% in Post Mix Channel for 2016/17
- ✓ Annual Target Achievement of 118% vs BP (505k UC vs 425k UC)
- ✓ Awarded best Sales Development Executive for Q3 & Q4 in 2017

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- ✓ Contributed significantly in improving Sales Force KPIs by upscaling CC up to 100%; SR up to 85% and OT <5%.
- ✓ Improved Cooler scanning up to 90% vs 50%
- ✓ Improved RED scores from 37% to 69% in a short span of 4 months
- ✓ Managed portfolio of more than 139 Clients including McDonald's, OPTP, Hotel Avari, Arena, Karachi Club, Marriott, Hardees and many more

**KO Trainee** – Sales

[August 2015 to April 2016]

- Distribution Management – Ensuring achievement of Primary Targets for Distributors
- Secondary Sales Management – Worked on North Nazimabad and North Karachi Markets
- Coaching, motivating and developing the distribution and direct sales force
- Ensuring daily Call Completions and monitoring targets of Pre-sellers
- Conducting daily gate meetings and providing feedback where necessary

**Merit Packaging Limited – A Lackson Group Company - Karachi, Sind**

**Assistant Manager Marketing**

[July 2013 to November 2014]

- Developed Market Strategies for retention and conversion of customers
- Involved in Packaging launch of major FMCG SKUs (Tetley and Express)
- Preparing and monitoring account receivables for timely collection of payments

**USAID - Karachi, Sind**

**Management Trainee**

[August 2012 to November 2012]

Was given responsibility to look after the accounts of German customers in textile and to meet their requirements of delivery and shipment by coordinating with local suppliers for Home Textile, Denim and Knitting wear.

## EDUCATION

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**Institute of Business Management- Karachi**

MBA – Majors: Marketing (2013 - 2015)

**Institute of Business Management - Karachi**

BBA- Marketing (Hons) (2008 – 2012)

## PROFESSIONAL SKILLS

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- Microsoft Office
- Comfortable working on SAP
- Excellent communication skills with focus on team building and development
- Outstanding organizational multitasking and problem solving
- Exceptional Negotiation Skill