



Mohanad Alsalihi

Business Development Consultant

Mississauga, ON, Canada

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Languages

English (Work Proficiency)

Arabic (Native)

About

Professional Business Development Manager with more than 15 years of experience, in sales export and international business administration. Involved in the management and development of new business opportunities.

BRANDS WORKED WITH

al Rabie Saudi Foods Co.

al Rabie Saudi Foods Co./

al Rabie Saudi Foods Co. (Dairy)

Xtaz General Trading

Experience

● Business Development Manager

Xtaz General Trading | Nov 2021 - Now

Responsible for follow-up with the manager in the process of data collection and report generation to compare the outcomes with the monthly targets.

Conduct market daily research to determine the import/export plan for market price and wholesale items.

Plan and suggest a distribution expanding process covering all channel markets.

Study and evaluate the stock availability reports to promote the current stocks.

Evaluate the PNL/Profit and Loss Statement reports and build the monthly plan accordingly.

Managed the inventory on weekly basis to make orders and/or rent storage based on market seasonality.

● Business Development Manager

al Rabie Saudi Foods Co. (Dairy | Jan 2015 - Jan 2021

Headed the logistics team for the Gulf Food Exhibition; planned and executed the company's booth, expanded the distribution in the market and built new partnerships.

Annual agreements with partners; discussions & finalization.

Ensure implementation & execution of all business plans, agreed to terms & conditions, focusing on achievement of monthly, quarterly & annual sales targets.

Analyze monthly, quarterly & annual sales performance by the market by product to ensure business growth & recommend required corrective steps.

Ensure proper utilization of the marketing support funds by getting our distributors' marketing activities monthly reports.

Coordinate and supervise the new product launching plans with all necessary procedures.

Review distributors' annual infrastructure details and distribution plans to ensure product availability & visibility in all markets.

Annual sales targets & budget by country by product in volumes/value/quantity (monthly, quarterly & yearly).

Visit markets as & when required to assist & evaluate performance. PG. 2

Clients' sales & marketing forces training and development.

Train business development team (job training & enhancing skills).

Annual customer satisfaction survey to ensure excellent services are provided to our partners.

Arrange & finalize performance appraisal of subordinates as per co. policy.

Business meetings as & when required with outstanding outcomes.

Monitor market share/clients' performance.

New products launching, monitor & report performance in all export markets.

Find out the required developments, market needs, and product development by analyzing market data & reports for new business opportunities.

Evaluate, assess, and finally recommend qualified new clients.

Any other activity in the scoop of business development. Accomplish-

ments:

Increased the number of yearly distribution target plans based on the market value from 10 million AED up to 47 million AED in the United Arab Emirates; also, the total target for the Gulf Countries and Iraq was 247 million.

Established The School Project in partnership with the Ministry of Education; the revenue was 10 million.

Accomplished the donation project for The Special School for Gifted Children; supplies of 400 cases on monthly basis.

● **Regional Manager**

al Rabie Saudi Foods Co./ | Jan 2013 - Jan 2015

Headed the department activities and duties including monitoring Product type, Availability & visibility to ensure work efficiency.

Initiated and suggested the ATL & BTL in the market and monitor implementation, progress, and outcomes by conducting thorough research on the current market demands.

Headed the innovation of new promotions with the distributor; ensured all plans and targets are met.

Reported and achieved monthly and yearly sales targets for sales in the company, which reached up to 45 million AED in revenue.

Performed a Situation Analysis SWOT for the products of the company and showcased it to senior managers and top executives.

● **Contrary Manager**

al Rabie Saudi Foods Co. | Jan 2008 - Jan 2013

Held meetings with the sales team daily and checked the daily route for each salesman.

Monitored the sales team to implement the monthly target.

Analyzed the current market and innovated a problem-solving solution to increase the number of sales by opening new outlets in the area.