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Muhammad Anns Saleem

Japanese Automobile Expert / Business Consultant

An energetic and passionate B2B and B2C business consultant in the Japanese Automobile export industry since 2010 and other specialist industries with proven ability to identify and capitalize on emerging business opportunities. Possess extensive knowledge about vehicle frames, auto import policies, Japanese auto auction bid analysis and CIF costing. Self-driven in maintaining key accounts through providing marketing strategies to clients to build their market competitiveness (Social Media Marketing, Search Engine Optimization, Search Engine Marketing etc).

Key achievements:

- Facilitated one of the previous organization in capturing 25% used Japanese vehicle market presence in Sri Lanka.
- Exported around 7000 Japanese vehicles through self-generated leads to Sri Lanka, Myanmar, and Caribbean, African, South America and Oceania regions during the period 2011 – 2019 along with junior team support.
- Retained VIP clients during the period 2014 to 2019 through continuous relationship management and delivery of required client expectations.

Experience

❖ Trade Key Private Ltd - Karachi, Pakistan (Senior Executive; Dec 2013 to Sep 2019)

TradeKey.com is the world's leading and fastest growing online business-to-business (B2B) marketplace that connects small and medium businesses across the globe for international trade. Further, it also provides complete range of digital services (website development, social media marketing, Search Engine Optimization etc) to help clients expand their online business presence.

Business Consultant – VIP Service Delivery: Engaged as part of a team of Japanese Vehicles Export specialists working with clients to monitor their existing business practices, identify weaknesses and recommend solutions to help them expand their business.

Responsibilities:-

- Lead the business strategy, operations and development of VIP clients / accounts.
- Work closely with internal cross functional departments to onboard and integrate new clients and ensure fulfilment of client requirements.
- Build and maintain strong and trusted advisor relationship with clients.
- Track business metrics like revenues, client retentions, deactivations on a regular basis to ensure required targets are met.
- Lead client meetings including areas of operational improvements, presentation of new ideas and analytical reports.
- Maintain relevant industry insight / market trends and share the same with clients.
- Identify potential business opportunities and generate new leads through engagement with prospective clients.
- Conduct foreign business trip to Sri Lanka to facilitate expansion of clients' market base.
- Weekly and monthly reporting to Head of Department.

❖ **Kansai Group Corporation – Karachi, Pakistan** *(Senior Export Manager; Sep 2012 – Nov 2013)*

Kansai Group; headquartered in Osaka - Japan is an exporter of Japanese used cars and machinery. It is member of all prime auctions in major cities of Japan having all time presentation in person and through internet.

❖ **SBT - Karachi, Pakistan** *(Business Development Manager; May 2010 – Aug 2012)*

SBT; headquartered in Yokohama - Japan is one of the leading used cars exporter with offices in 15 countries. It also facilitates registered customers to participate in automobile auctions.

Responsibilities (generic in both companies):-

- Country representative for Sri Lankan automobiles market.
- Identify potential business opportunities and generate new leads through engagement with prospective clients.
- Export of around 3500 vehicles from Japan to Sri Lanka, New Zealand, Trinidad and Tobago, Kenya, Myanmar, Tanzania and Pakistan.
- Analyze the bidding price of auction vehicles for competitive pricing.
- Ensure vehicles in demand are properly stocked and arrange for new stock as and when required in shortest possible time.
- Arrange shipment of vehicles from various Japanese ports and follow up with shipping agents to ensure prompt service delivery.
- Negotiate best possible price and provide favorable payment options (mix of TT and LC).
- Maintain understanding of the cost elements in export with respect to margins.
- Work closely with the Search Engine Optimization (SEO) team to facilitate increased user traffic on website.
- Circulate newsletters to old and new customers.
- Manage and train team of junior executives.
- Frequent reporting to country manager on individual performance.
- Maintain relevant industry insight / market trends and share the same with clients.

❖ **TRG – The Resource Group Ltd - Pakistan** *(Recovery Officer; Feb 2007 – Sep 2008)*

TRG (The Resource Group); headquartered in Karachi - Pakistan is an investment holding company specializing in the business process outsourcing sector.

Responsibilities:-

- Monitor Recovery Agents to ensure accounts assigned to them are managed efficiently.
- Follow up on major debtors accounts assigned to ensure recoveries through frequent calls, demand notices.
- Maintain and report on statistics on recoveries
- Provide Information to Customers about Maintenance of C-Track Units
- Deal with customers On phone to provide them resolution of their complaints

Academic Qualification

- **Masters in Arts**, Islamic Commerce College – Pakistan, 2008
- **Bachelor of Commerce**, Islamic Commerce College – Pakistan, 2006.
- **Intermediate in Commerce**, Islamic Commerce College – Pakistan, 2004

- **Matriculation in Commerce**, St Patrick’s High School Karachi – Pakistan 2001

IT Awareness

- MS Office Package:- Excel, Word, Power point, Adobe Photoshop
- Social Media Marketing, SEO & SEM
- Expert in search engine for external data finding.
- Awareness of basic computer hardware & software

Personal Details

Date of Birth	:	08-Oct-1984
Nationality	:	Pakistani
Religion	:	Muslim
Marital Status	:	Married
Languages	:	Hindi and English (fluent speaking, reading and writing) Japanese and Sinhala (basic)
Personal Interests	:	Traveling, Watching movies
Visa & Driving License	:	Pakistani (Karachi)

References

Mr. Roshana Wadugae	Chairman – Senaro Group of Companies – Colombo, Sri Lanka	+94 7 7748 6868
Advocate Mr Nisar Ahmed	CEO – Liberty Tax Service - Chicago, USA	+1 40 4645 8127