

# Mohsin Raza Mughal

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UAE Residence Visa - Transferable

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## EXECUTIVE SUMMARY

Results-oriented automotive professional with 16+ years, specializing in product planning, pricing optimization, competitive benchmarking, logistics coordination, and market strategy for premium brands. Proven success in driving revenue growth, enhancing inventory efficiency, and leading cross-functional initiatives to align product offerings with market trends and customer demands.

## CORE COMPETENCIES

- Product Lifecycle and Allocation Planning
- Logistics and Supply Chain Management
- Vehicle Specification and Option Analysis
- Market Intelligence and Trend Analysis
- Strategic Pricing and Revenue Management
- Freight Forwarder Management

## EXPERIENCE

### Demand Planning Manager – Freelance

August 2024 – Present

Mahra Marketing Services, Dubai, United Arab Emirates

- Led comprehensive market research and pricing intelligence initiatives across Middle East & Africa automotive markets, leveraging tools like JATO Dynamics to identify revenue opportunities and influence product lifecycle strategies.
- Developed and implemented data-driven pricing models and promotional strategies, resulting in a 15% increase in market penetration and improved competitiveness across 50+ vehicle models.
- Executed strategic demand forecasts and scenario planning, integrating sales trends and historical data to reduce inventory overages by 8% and enhance stock availability.
- Delivered high-impact competitor benchmarking reports, aligning product positioning and feature offerings with market demand.
- Collaborated cross-functionally with supply chain, sales, and marketing teams to ensure synchronized planning efforts, enhancing product allocation accuracy and minimizing supply-demand mismatches.

### Key Achievements:

- Delivered detailed market intelligence reports that boosted product positioning effectiveness by 20%, leveraging JATO Dynamics for real-time trend analysis.

### Product Pricing and Logistics Manager

June 2013 – May 2024

Al Ghandi Auto Group, Dubai, United Arab Emirates

Brands handled: **Cadillac, Fiat, GMC, and Chevrolet**

- Developed and executed dynamic product pricing strategies in the UAE region, using tools like ERP SAP HANA, resulting in a 17% improvement in pricing accuracy and enhanced regional competitiveness.
- Led cross-functional coordination with OEM, supply chain, and sales teams to align pricing with demand forecasts, achieving a 12% YoY increase in revenue and ensuring optimal product availability across multiple channels.
- Optimized vehicle allocation plans by integrating real-time logistics data and sales forecasts, leading to a 15% reduction in stock overages and improved inventory turnover.
- Spearheaded comprehensive lifecycle and end-of-life product planning for multiple brands (Cadillac, Chevrolet Captiva and Groove and other models, GMC, and Fiat), successfully reducing obsolete stock.
- Conducted ongoing competitor price benchmarking and market trend analysis, enabling real-time pricing adjustments and securing 15% greater market share during new model launches.
- Monitored pricing alignment across digital platforms and dealer networks, ensuring product positioning matched market demand, which contributed to enhanced digital sales performance and consistency.
- Managed freight and logistics operations with partners such as DFyoung, consistently achieving a 95% on-time delivery rate, optimizing distribution efficiency and customer satisfaction.

### Key Achievements:

- Grew annual revenue by an average of 12% through targeted pricing strategies across vehicle segments.
- Positioned new model launches to capture 15% greater market share by integrating manufacturer updates into pricing plans.

## **Sales Support Assistant**

August 2011 – April 2013

Emirates Motor Company, Abu Dhabi, United Arab Emirates

Brands handled: **Mercedes-Benz**

- Generated monthly sales orders in Mercedes-Benz and invoices via the ADP Autoline Kerridge Application.
- Ordered vehicles as per customer specifications in the AFAB Evolution System.
- Conducted in-depth competitor price comparisons and option analysis to optimize pricing strategies and feature configurations.
- Developed and implemented dynamic pricing models to respond to market fluctuations and maximize profitability.
- Drafted the Front-Line Incentive Policy (FLIP) at the end of each month for Sales Consultants, Sales Supervisors, and Sales Managers.

### **Key Achievements:**

- Strengthened forecasting outcomes, reducing stock shortages by 5% through data-driven insights and cross-functional teamwork.

## **Warranty Assistant Administrator**

June 2008 – July 2011

Ali and Sons Group of Companies, Abu Dhabi, United Arab Emirates

Brands handled: **Audi, Volkswagen, Skoda, Porsche**

- Processed warranty claims using the SAGA/02 online system.
- Access to various tools provided by Volkswagen AG and Audi AG, namely SAP Database Management ELSA, ELSA-PRO, Saga-02, and Citrix Orion.
- Resolved all warranty claims issues related to the policy of the dealership and factory guidelines.
- Verified and managed warranty spare parts for an audit carried out by the manufacturer.

### **Key Achievements:**

- Revamped claims tracking processes, cutting errors by 20% and aligning service operations with market demands.

## **TECHNICAL SKILLS**

- SAP HANA Database Management
- Microsoft Dynamics NAV - Incadea
- ADP Autoline Kerridge
- Link Entry System
- Order Work Bench (OWB)
- Citrix Orion Application
- JATO Dynamics (Pricing)
- AFAB Evolution Ordering System

## **ACADEMIC CREDENTIALS**

- Master of Commerce (M. Com)  
December 2009, University of Sindh
- Bachelor of Commerce (B. Com)  
December 2007, University of Sindh

## **TRAINING AND CERTIFICATIONS**

- Awarded a Certificate of Appreciation for Outstanding Team Performance from Al Ghandi Auto Group, Dubai, UAE on the 23rd of March 2015.
- Advanced Excel Training by Nadia - Gulf's Leading Recruitment & Management Consultants –Dubai, UAE on 22nd – 23rd of February 2015.
- Attended Application for Automotive Business (AFAB) Evolution from Daimler Middle East Levant (DMEL), Dubai, UAE on the 16th – 17th of October 2012.
- Attended Sales Administrator Workshop from Daimler Middle East Levant (DMEL), Dubai, UAE on 22nd – 23rd of February 2012.
- Volkswagen Sales Training by Audi Volkswagen Middle East (AVME), Dubai, UAE on 28th – 29th of April 2009.