

ASIF BASHIR

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PROFESSIONAL SUMMARY

Highly motivated, target-driven sales professional with around 25 years' experience in the retail industry, including 17 years of business ownership. Experienced in all aspects of retail management (buying, selling, and wholesale) with a proven record of exceeding targets through strategic planning and proactive sales tactics. Seeking a challenging role in a growing company that offers independence and opportunities for professional growth.

CORE SKILLS & QUALIFICATIONS

- **Exceptional communication skills**, in person and by telephone, across diverse sales categories
- Skilled at identifying and capitalising on sales opportunities to promote products and services
- **Strong rapport-building with customers and colleagues**, fostering a collaborative working environment
- **Stock control, purchasing, and supplier management**
- Business ownership and day-to-day Profit & Loss management
- **Fluent in English, Urdu, and Punjabi**
- **Excel, Word, PowerPoint qualifications** on LinkedIn Learning

EXPERIENCE

Pizza Chef, Square Pizza Company, Cardiff *Apr 2025 – Present*

- Learned how to cook pizza, and work in a co-ordinated team in a fast-paced environment.

Owner, Top and Crispy (Fish & Chips Restaurant), Cardiff *Apr 2023 – Mar 2024*

- Managed all aspects of the restaurant, including building an efficient delivery system for customers
- Controlled stock levels and supplier purchasing, applying skills from previous retail ownership

Owner, Albany Convenience Store, Cardiff *Dec 2005 – Apr 2021*

- Managed day-to-day operations, including purchasing and inventory management
- Maintained high levels of customer satisfaction and profitability through effective sales strategies
- Built and ran the business as an entrepreneur for over 15 years

Floor Manager, Bestway Cash and Carry, Cardiff *Dec 2003 – Dec 2005*

- Quickly learned UK retail trade practices after relocating from Pakistan, earning a managerial role
- Applied prior team-management experience to a hands-on operational role, including stock management

Sales Manager, Pepsi Co, Pakistan *Oct 1999 – Jan 2003*

- Managed a sales team, consistently meeting targets set by senior management
- Set and achieved team targets, adapting leadership style to the team's needs

EDUCATION

Professional Career Development, University of South Wales (USW) *2026 (in progress)*

Gained key skills in IT (including excel, PowerPoint and more), helping to learn more about modern business practices.

MBA, BZU University, Multan, Pakistan *Sep 1997 – May 1999*

Gained key knowledge of business management and developed strong analytical and mathematical skills.

REFERENCES

References available on request.