

# **FANNY BEYA**

**Gender: Female**

**Age: 26**

**Nationality: Malawian**

**Marital Status: Single**

**Airtel Malawi PLC**

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**Lilongwe**

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## **SUMMARY**

A Multi-Talented and highly organized professional with additional experience in Marketing, Sales and Distribution. Expertise in monitoring, reviewing, and building sales while maintaining customer relationship, excellent customer service and market development. Collaborative and decisive with strong communication and interpersonal abilities.

## **SKILLS**

- Market execution and merchandising
- Experienced in the FMCG industry
- Team building and leadership
- Excellent communication
- Excellent marketing skills
- Planning and organizing
- Strong market sense
- Problem solver
- Confidentially and discretion when dealing with people
- Proficiency in Microsoft Office
- Critical thinking

## WORK EXPERIENCE

### **AIRTEL MALAWI LIMITED**

#### **Zonal Business Manager**

March 2023 to Date

##### **PURPOSE**

To implement strategy that will drive revenue and new subscriber numbers across consumer and mass market segment through effective, efficient, and creative management of the distribution channels.

##### **Key Responsibilities**

- To implement strategy that will drive revenue and new subscriber numbers across consumer and mass market segments.
- Aligning Zonal team to goals and objectives of organization with complete granularity
- Ensuring correct application of distribution /Franchisee process and procedures and control the quality of process implementation and execution on ground.
- Ensuring compliance with best practices in Sales and distribution as recommended in the route to market Functional directional in line with Airtel way of Working.
- Providing leadership to a team of Territory Sales Managers, Rural Sales Executives, Team Leaders, Brand Ambassadors and Distributor/Franchisee Salespeople by settling SMART objectives with clearly set review mechanisms on both individual and team performances.

### **TERRITORY SALES MANAGER**

October 2021 to February 2023

##### **PURPOSE**

Manage, monitor, and review sales and distribution performance activities including management, supervision and support of distributors and channel partners to achieve revenue, quality gross

adds and market share while monitoring area sales and distribution performance in relation to business goals.

### **Key Responsibilities**

- Managing retail sales budgets to ensure budget achievement.
- Attainment of territory Sales targets for the three business lines – Voice, Data and Airtel Money
- Ensuring product availability and service delivery in the territory.
- Identification and development of new trade channels
- Execution of annual territorial retail and distribution Business Plans

July 2020 to October 2021

**CASTEL MALAWI LIMITED**

**TERRITORY SALES REPRESENTATIVE**

- Market execution and merchandising
- Trade development
- Management and supervision of distributors
- Monitoring and coordinating territory sales
- Monitoring distribution performance in relation to business goals
- Managing territory retail sales
- Conducting market research
- Managing distribution activities
- Managing visibility and serviceability of the in the territory
- Ensuring excellent retail branding in territory
- Preparing and submitting sales reports and market visit reports

March 2019 to June 2020

**AIRTEL MALAWI LIMITED**  
**RURAL SALES EXECUTIVE**

**Key responsibilities:**

- Market and Trade development
- Market execution
- Ensuring franchisees adhere to Airtel standards.
- Recruiting Airtel Money Franchisees
- Ensuring 100% market share in the territory
- Managing the Franchisee
- Conducting market research
- Managing retail sales in the territory
- Recruiting and Whitelisting KYC agents
- Ensuring 100% availability and Visibility of Airtel products
- Ensuring all Airtel related issues and challenges in the market are resolved.
- Ensuring daily gross adds
- Enhancing customer relationship
- Activating inactive KYC agents
- Checking daily stock and sales

August 2016 to February 2017

**FARMERS UNION OF MALAWI**  
**INTERN**

**Key responsibilities:**

- Processing payment vouchers
- Project budgeting and supervision
- Updating cashbooks
- Bank reconciliation
- Maintaining cash ledgers
- Calculating Withholding tax and processing payment of VAT

## EDUCATION

June 2014 to December 2018

**UNIVERSITY OF MALAWI, POLYTECHNIC, CHICHIRI  
BLANTYRE**

BACHELOR'S DEGREE

BUSINESS ADMINISTRATION (GENERIC)

September 2008 to June 2012

**MATINDI GIRLS ACADEMY**

MALAWI SCHOOL CERTIFICATE FOR SECONDARY  
EDUCATION

## REFERENCES

Misheck Kavuta  
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