

Frisco Global Pte. Ltd is a commodity trading company based in Singapore.

Established in 2012, the company has successfully grown by developing relationships with key stakeholders in Singapore and elsewhere. Mr. Ashish Mehta Director, is the driving energy behind the company.

FGPL has a very sound financial base with a fully paid up capital of USD 5 Million. FGPL has achieved a turnover of USD 58 Million in the financial year ended September 2016, having grown exponentially with the support of business partners.

FGPL's core activity is focused on Agricultural Commodities, Ferrous & Non - Ferrous Metals in finished and scrap form.

FGPL also trades in:

Minerals (Coking and Thermal Coal) from Australia, South Africa and Indonesia and Electronic Products.

Today, more than ever before, the success of a business depends not only on the product range offered but also service, sustainability, quality and reliability. FGPL applies skill, market intelligence and worldwide resources to add value for its customers and stakeholders and optimize the value chain.

FGPL is well diversified by product and by region and deals deal with a diverse customer base around the globe. Sourcing is a key strength with strong capabilities in a broad range of commodities listed above.

FGPL's global network allows it to fulfill deliveries anytime, anywhere. FGPL offers end to end sourcing, structuring & logistical solutions for all its customers across the globe.

Promoter Background

Mr. Ashish Mehta, aged 43 years, an Indian National is the key person and the promoter director in the company. He is a qualified Chemical Engineer young and energetic personality having rich experience of over 22 years in the industry with vast exposure in trading.

Our Group & Associate presence:

We have presence in Singapore, Hong Kong, Dubai, London, Indonesia and India.

Ashish Mehta

Director – Brief Overview

- Result proven management professional with over 20 years of experience in sales & marketing and leadership positions, building record of success in developing marketing campaigns, strategies and solutions that generate revenue growth.
- Currently associated with **Frisco Global Pte Ltd, Singapore**
- Proficient in leading dedicated teams for running successful business operations and experience of developing procedures and service standards for business excellence.
- An Out-of-the-Box thinker with a flair for charting out marketing strategies and contributing towards enhancing business volumes & growth and achieving profitability norms.
- Strong organizer, motivator, team player and a decisive leader with successful track record in directing from original concept through implementation to handle diverse market dynamics.
- Possess excellent interpersonal, analytical, troubleshooting and team building skills with proven ability in establishing quality systems / procedures and planning / managing resources.

Core Competencies

Strategy Planning

- Conceptualizing result-oriented marketing strategies for steering accomplishment of top-line profitability, in the line with company's macro plans.
- Appraising the prevalent market scenario in terms of competitive movements, buyers' tastes and accordingly implementing strategies for generation of maximum benefit.
- Formulating corporate goals, short term and long-term budgets and developing business plans for the achievement of these goals.

Finance

- Extensive Knowledge of Finance and Accounts.

Marketing & Sales

- Formulating & implementing sales strategies and handling activities like reviewing sales & distribution, sales planning and managing receivables thereby improving cash flow.
- Forecasting monthly/quarterly sales targets and executing them in a given time frame and managing sales and marketing operations thereby maximizing profit in assigned territory.
- Tracking competitors' activities & providing valuable inputs & new features addition for fine tuning the selling and the marketing strategies.

Product Management

- Building Products, reviewing & interpreting the market response to facilitate sales & product preference.
- Creating and executing a measurable marketing plan across all communication disciplines for strategic positioning of products and services of the organization.

Channel & Distribution Management

- Forging profitable alliances with franchisees / channel partners, for deeper market penetration; evaluating performance & monitoring their sales and marketing activities.
- Providing training and sales support to franchisee partners, ensuring accomplishment of revenue and profitability targets.

Team Management

- Supervising & monitoring the performance level of the service staff for ensuring superior customer service and mentoring staff members for the accomplishment of targets.
- Responsible for day-to-day operations like managing reports, discussing current work issues & devising solutions for enhanced operations.
- Interfacing between management/staff & recruiting-training/motivating teams & subordinates.

Organizational Experience

Frisco Global Pte Ltd. (Singapore)
04 Dec'14 to till date

Director

- Bought 100% Shareholding of this company in Singapore in 2014.
- **The company is involved in trading of Agro commodities, Electronics, Mobile Phones, Metals and Minerals.**

Devi Resources Limited (Hong Kong) Dec'12 to Dec'14

Director Operations

- Handling Operations of the company.
- Preparing S.M.A.R.T Annual Business Plan and execution.
- Coordinating with Media, Industry Associations and Federations & Societies.
- Overseeing the Sales & Marketing Department for generation of revenue.
- Managing Finance, Accounting and day to day Operations

Master Voice General Trading LLC (UAE) Mar'11 to Oct'12

Vice President (Sales and Marketing)

- Directing Sales & Marketing Department for generation of Revenue & Value Addition to the products.
- Preparing S.M.A.R.T Annual Business Plan and ensuring Brand Awareness through innovative means.
- Coordinating with Media, Industry Associations and Federations & Societies.

Baffin Engineering Projects Ltd. (India) Jul'07 to Mar'11

General Manager – Profit Centre Head

- Managed the entire operation as business head with annual turnover of INR 1800 Million; key responsibilities entailed
 - Preparation of Annual Business Plan

- Managing Finance and Accounting
- Procurement of products
- Management of a team of 230 people including Service Engineers, Sales Executives & Managers

Jayna Trading Company LLC (UAE)
Mar'03 to Jul'07

General Manager

- Managed the entire operation as business head with annual turnover of USD 200 Million; key responsibilities entailed
 - Adding and Managing Customers in African and Middle East market.
 - Administrative In charge of the organization
 - Responsible for Banking, Finance and day-to-day operations.

Uniword Telecom Ltd.
Mar'03

Jun'95 to

DGM – Marketing
Mar'03

Apr'01 to

- Managed the business of Telecom Products, EMS (Electronic Manufacturing Services), Mobile Phones and Home Appliances with annual turnover of INR 3,000 Million; key responsibilities entailed
 - Preparation of Annual Business Plan
 - Product Planning, Procurement (CBU, SKU & Made in India) & Pricing
 - Management of 4 Product Managers & 19 Branch Heads
- Conceptualized various trade promotion activities for enhancing the sales volume and brand visibility across the market.

Regional Manager – North
Apr'99 to Mar'01

- Supervised sales and marketing operations across 8 States of

North India.

- Instrumental in achieving the Top position in 3 states i.e. UP, Rajasthan, and Haryana. Consecutive for 2 years (2003 and 2004).
- Played a vital role towards generating business in the region, which contributes to 42% of the total turnover of the company.

Branch Manager – Delhi

Apr'97 to Mar'99

- Handled the turnover of INR 300 Million; major role towards Channel Development & Management– Sales & Service.
- Supervised a team of 8 Executives for achieving pre-defined target.

Senior Executive

Mar'97

Jun' 95 to

- Was given the responsibility of handling the various private sector organizations as well as retailers in Delhi, which contributed to around 54% of the turnover.

Academic Credentials

- **B.E. Chemical** from MIT, Manglore University, India July 1995.

ТЕЛЕФОН В УКРАЇНІ: +380637935766