



Muhammad Yassir

Business Development Manager

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📍 Kaw. Perindustrian Nilai 7, 71800 Nilai, Negeri Sembilan

Profile

More than 5 years of experience working in Japan and more than 10 years of experience focused on developing new business local & overseas. Looking forward to acquiring a challenging career with a solid company utilizing the opportunity to offer proven and developing skills within the company.

Employment

Business Development Manager

May 2017 – Present

Hayatech Sdn. Bhd., Nilai, Negeri Sembilan

Responsible for the company's Renewable Energy business development.

Hydrothermal Processing Plant

- Manage to secure a sole distributorship agreement for Hydrothermal Processing Technology from Japan.
- Prepare and present a bankable proposal for an investor, government agencies, and financial institutions.
- Manage a team that consists of experts from Japan and South Korea.
- Represent the company in negotiation with government authorities and agencies, state government, and GLCs.
- Responsible for managing EPC projects with Japanese clients in Malaysia. Projects range from the procurement process, logistics, machine installation, engineering works, and construction.

Solar PV System Business Unit

- Setup a solar PV system design and installation business.
- Setup and led more than 20 members, consisting of engineers, technicians, charginman, and installers.
- Manage to merge the business unit for the further expansion plan.
- Manage to secure and complete more than 4.0 MWp rooftop solar PV system design and installation within 1 year of business setup.
- Setup an off-grid Solar PV system solution for the company.

Business Development Manager

Jan 2012 – May 2017

Greentrade Sdn. Bhd., Shah Alam, Selangor

Responsible for new market development and business operation.

International Sales Executive

- Develop a new customer base in Japan. Cover from market research, B2B sales and marketing activity, import procedure, and distribution channel.
- Represent the company at Japan's local and international trade association meetings.
- Responsible for raw material sourcing and purchasing from international suppliers.

Personal details

Date of birth

January 21st, 1983

Gender

Male

Nationality

Malaysian

Civil status

Married

LinkedIn

linkedin.com/in/yassir-muhammad-0a25b19a

Fluent in Malay, English and Japanese

Skills

Business Development Skills

Marketing Strategies

Research Skills

Project Management Skills

Team Management

Languages

Malay

English

Japanese

Sales Manager

- Develop retail business section for agrochemical products in Malaysia. Advise dealers and distributors on policies and operating procedures to ensure functional effectiveness of business.
- Manage sales and contracts between corporate customers and government agencies.
- Regularly engaged in developing new company policies, SOP, resources, systems, and tools.
- Analyze internal processes and recommend and implement procedural or policy changes to improve operations.

Business Development Manager

- Manage the successful planning, construction, and commissioning of the company's first fertilizer plant.
- Direct and coordinate, activities involving sales of manufactured products, services, trading commodities, or other subjects of sale.
- Responsible for sourcing and negotiating with local and overseas suppliers.
- Read and analyze the whole supply chain from importation and distribution
- Familiar with INCOTERMS 2010 and responsible for negotiation with government agencies during importation or exportation.
- Experience in developing new overseas market for fertilizer – Myanmar, Vietnam, Cambodia

Product Design Engineer

Apr 2008 – Oct 2011

Sony Corporation, Tokyo, Japan

- Design and evaluate electrical part of tuner block in flat TV. Responsibilities included overseeing the designing, evaluation, and supporting of the production of flat TV.
- Represent the company at trade association meetings for sales & marketing events.
- Design RF parts that are compatible with DVB-T/T2, DVB-S/S2, DVB-C/C2, ISDB-T/S, DTMB, and analog tv transmission standards.
- Involved with product design from scratch, production planning, and worldwide distribution process.
- Responsible for drafting Malaysian digital TV transmission standards.

Education

Master of Engineering

Apr 2006 – Mar 2008

Saitama University, Saitama, Japan

Major in Mathematics, Electronic and Informatics Engineering

Degree in Engineering

Apr 2003 – Mar 2006

Saitama University, Saitama, Japan

Major in Electric, Electronic System Engineering

Japanese Associate Degree

Apr 2001 – Jan 2003

YPM, Bangi, Selangor

Japan Higher Education Preparation Program

SPM

Jan 1996 – Dec 2000

Sek. Men. Sains Teluk Intan (SEMESTI), Teluk Intan, Perak

Sijil Pelajaran Malaysia