



ASMA SIDEK

Assistant Manager, Account Receivable



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Kajang, Selangor

CAREER OBJECTIVE

To continue my career with an organization that will utilize my **FINANCE, ANALYTICAL, & COMMERCIAL** skills to benefit mutual growth and success.

WORK EXPERIENCE



TouchNGo Sdn Bhd

Assistant Manager,
Account Receivable,
Finance Operations
July 2020 - Present

Monitor and ensure company receivables are collected promptly and to highlight to Management on debtors issues which affects collection.

Responsibilities:

- To prepare weekly, monthly ageing report and submitted on specified time.
- To prepare ECL Provision Doubtful Debt and submitted on specified time.
- To monitor reminders are sent out on specified time.
- To monitor processing of invoices.
- To monitor all collection activities and ensure timely collection of payments.
- To monitor payment batches application of Sundry Debtors & Government Debtors.
- To monitor and highlight Fleetpass debtors issues to Management.
- To monitor and highlight Sundry Debtors issues to Management.
- To monitor and highlight Government Debtors issues to Management.
- To prepare and present ageing and debtors details in monthly Finance Operation meeting.
- To ensure reconciliation are performed as per SOP.
- To negotiate and follow up with clients on non-payment cases.
- To advise legal on customer to proceed with legal action and preparing the supporting documents.
- To monitor on reload assignment for merchant, corporate, SP, terminal.
- Supervise efficient working of account receivable staff and provide required assistance.



Malaysia Airlines Berhad

Senior Executive in Credit Management,
Revenue Accounting & Project
May 2016 - June 2020

Responsible in prepare management report in order to ensure that activities carried out effective and efficiently and providing prompt support and all credit operation needs. To manage and be responsible for the recovery of overdue payments from customers.

Highlights:

- Prepare Account Receivable Management Report, Ageing Report, collection report and monitoring GL accounts.
- Prepare Management Paper for appointment of credit card acquirers.
- Track and monitor merchant agreement and acquirers.
- Analyze Acquirer cost and benefit prior to appointment.
- Vet acquirer/bank contract or agreement.
- Contact customers to collect overdue payments;
- Review accounts that are behind on their payments to determine appropriate action.
- Contact customers to collect overdue payments.
- Prepare write-off paper for uncollectable debt

Operations Executive

Pool in Group Procurement, Finance
Sep 2015 - Apr 2016

Responsible in oversee all purchasing matter and ensure that activities carried out effective and efficiently. To ensure the smooth daily business operation to the company by providing prompt support and all procurement needs.

Highlights:

- Create purchase order from each purchasing group.
- Verify goods and services received or returned.
- Track and monitor vendor delivery at the right time.
- Provide training to business unit or requestor.
- Ensure all purchases accordance to policy.

WORK EXPERIENCE

(continued)

Executive as Pricing Analyst, Revenue Management
(Middle East and South Asia Region)
July 2012 – Aug 2015

To execute in achieving operational efficiency and increase forecasted revenue, yield, RASK of route which directly contribute to profit and loss in the Airlines industry.

Highlights:

- Plan, develop, design and recommend pricing strategies.
- Proactive pricing to stimulate and capture demand.
- Reactive pricing towards competition, market conditions and sustaining market share.
- Fare distribution channel to maximize revenue.
- Track and monitor result.
- Conduct due diligence on pricing proposal and business case.
- Ad hoc pricing project.

Management Trainee as Flight Analyst, Revenue Management (South America, South Africa and Middle East Region)
July 2011 – Jun 2012

To execute the route plan that contributes to the achievement of revenue, yield, RASK of the route which directly contribute to profit and loss in the airlines industry.

Highlights;

- Execute flight planning in order to maximize revenue.
- Monitor and take actions on respective flight to improve load and revenue.
- Identify on critical flight and control bookings and strategies to improve seat factor.
- Analyze results and take corrective actions to ensure revenue maximization.












ACCOMPLISHMENT

- Participant of MFRS 9, 15 and 16 Workshop
- Participant Art of Negotiation (Procurement)
- Analyzing Data with Power BI with Advanced Topics
- MH Customer Experience Star for September 2013
- Completion Airline Business Course 200
- Completion Airline Business Course 100








STRENGTH

- Proficient in written and spoken in English and Malay.
- Computer Literacy.
- Holding FIMM (Federation of Investment Manager Malaysia) license.
- Well-organized and can be relied upon.
- Highly spirited, motivated & enthusiastic.

PROFESSIONAL EXPERIENCE

SITA Airfare Insight	
Altea Reservation	
SITA Reservation	
SAP ECC	
BW Analyzer	
Power BI & Power Query	
Microsoft Office	
Microsoft Dynamic GP	
CMC crystal Report	
OGI Consol	
Siebel Vector	

PERSONAL SKILLS

Creativity	
Organization	
Communication	
Social	
Team Player	
Presentation	
Thinking	

EDUCATION

2012 - 2014	Master of Accountancy, University Technology Mara	CGPA : 3.31 /4.00
2008 - 2011	Bachelor's Degree Business and Accountancy, University Malaya	CGPA : 3.11 /4.00
2006 - 2007	Matriculation Qualification (Accountancy), Malacca Matriculation	CGPA : 3.96 /4.00
2015	SPM Qualification (Accounting and Economic), SMK Jalan 3, Bandar Baru Bangi	CGPA : 6A's 3B's

REFERENCE

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