



Faizaan Merchant

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RETAIL & E-COMMERCE MANAGEMENT PROFESSIONAL

Extensive ability in managing Retail Store Operations/E-Commerce/Business Development

PROFESSIONAL VALUE OFFERED

- **Dynamic Retail and E-Commerce** professional with **over 20 years** of experience in **Retail Operations, Sales, Marketing, Business Development and Customer Service** across major electronic store chains in **UAE, Oman and KSA**
- Proficient in supporting operations inclusive of conceptualizing and implementing short and long term plans
- Efficient in managing wide functional areas including sales, e-commerce, strategy, category, merchandise, marketing, finance, loss prevention, retail, large format stores, key accounts, off price channel sales, distribution and customer relationships
- Skilled in building exceptional customer experiences through engagement, attitude and service
- Proven track record of growing categories at an accelerated pace by leveraging technology and process innovations

CORE COMPETENCIES

<i>Retail & E-Commerce Operations</i>	<i>Business Growth</i>	<i>Business Development</i>
<i>Sales and Marketing</i>	<i>Financial Planning/Budgeting</i>	<i>Category Management</i>
<i>Client Engagement</i>	<i>Training and Development</i>	<i>Team Management and Mentoring</i>

KEY DELIVERABLES

- Set up store displays, managed shelf stocking, pricing activities and handled inventory and e-commerce web portal
- Negotiated prices and increased customer database by providing quality service
- Managed visual merchandising at stores and ensured availability of merchandise and services by maintaining inventories
- Mapped the sales plan, delegated individual targets and drove marketing initiatives
- Monitored customer service and ensured efficiency in process operations both for retail and e-commerce
- Addressed client concerns, complaints and undertook steps to effectively resolve them
- Imparted training to new recruits and ensured that they provide positive contribution towards the organization
- Prepared monthly rosters, team charters and trainings including setting up individual targets for the team in close coordination with the Store Manager, E-Retail Managers and Category Managers

ORGANIZATIONAL EXPERIENCE

MOHAMMED JAWAD BU KHAMSEEN GROUP, KSA

Since Feb 2016



Senior Retail and E-Commerce Business Manager (KSA & Bahrain)

Business Development: (Introduction of e-commerce web portal for online sales through e-retail)

- Raised regional profitability by conducting EBITDA analysis
- Monitored regional top line and bottom line in addition to optimizing ATL/BTL
- Maintained loyalty and extended warranty programs by creating institutional business opportunities
- Created, executed SOH/SIS, conducted assortment analysis and handled multinational store business in coordination with Managers and Staff

Retail Store Operations:

- Conducted weekly reviews of store business managers, e-Retail Managers & category managers in accordance with target vs achievement, inventory management, process implementation & overall functionality of both retail & e-commerce stores
- Executed the retail audit process (checklist, inventory control, SOP) across 28 stores in the region
- Drafted SOPs for smooth functioning of retail stores and e-commerce store
- Optimized all websites and ensured local online shopping preferences by working closely with the Retail Product Team
- Implemented store wise strategy for monthly revenue growth and conducted SWOT Analysis of the catchment area
- Introduced e-Retail (E-commerce) with substantial sales plus month-on-month growth in both B2B segment and B2C segment

Training and Development/Team Management:

- Designed and drafted curriculum training program for new joiners and the existing staff with low productivity
- Developed the operational talent pool by optimizing the skills of the existing team in partnership with internal recruitment teams
- Designed an incentive programmed to motivate the success of the sales team and ensured that they achieve clear numerical targets over set periods in coordination with the E-Retail Operations Managers

Achievements:

- Achieved the *Best Senior Retail Manager Award* for showcasing excellence in performance during November 2016

E-MAX ELECTRONICS, LANDMARK GROUP, KSA

Mar 2014 - Feb 2016



Retail Store Operations:

- Devised and executed loyalty plans for store in view of maintaining profitability including driving various operational SOPs
- Conducted stock management, merchandising, in store marketing branding and floor wise brand display
- Maintained a store bottom line margin (Extended Warranty Sales and Accessory Attachment)
- Managed inventory control through regular PI count with minimum shrinkage
- Conceptualized new strategy and store plans by conducting weekly SWOT Analysis (Strength Weakness Opportunity Threat) to raise store profitability

Training and Development/Team Management:

- Implemented and streamlined new processes in accordance to Business of Excellence audit rules
- Achieved targets for the SHUKRAN Loyalty Card Sales, ATV and Conversion and Plus SHUKRAN points redemption
- Assisted in the development of Saudi National Staff through management program of AL QEEMA by imparting training to the new joiners on mandatory curriculum

Achievements:

- Achieved a minimum revenue growth of 38% at EMAX Mega Sales of 2014 and about 42% at EMAX Mega Sales of 2015
- Increased overall growth of event-to-event by 16% in terms of value and ATV and thus achieved the best performance award for Mega Sales 2014 and highest ATV for Mega Sales 2014
- Generated revenue of 110% in May 2014, 108% in June and December 2014 and thus rated as the ATV - *Top Performer* EMAX Electronics, Landmark Group, Eastern Region, KSA
- Rated as the *Top Performer* for Store Manager Empowerment Program (SMEP) during May and July 2014

SHARAF DG - UAE and Oman

Dec 2006 – Feb 2014



Store Manager – Retail Operations

- Drove sales and managed all aspects of merchandising, window display and stocking by utilizing appropriate skills
- Ensured that visual merchandise changes are aligned in respect to sales patterns
- Controlled the external shrinkage by enforcing loss prevention policy and awareness on the floor
- Successfully led and managed outdoor sales activities for GITEX 2007 and Part Sale 2010

Achievements:

- Received Certificate of Recognition for showcasing excellent performance and customer service during June 2008
- Awarded as the department of the month for June 2008 for constantly achieving sales target, providing excellent merchandising and customer service
- Achieved 50% growth rate in Extended Warranty Sales and a growth rate 70% in Accessories Sales in 2011-2012
- Benchmarked 10% penetration in add on service sales for DG Help services in the year 2011-2012

COMPUTER CARE, UAE

Jun 2000 – Nov 2006



- Facilitated inventory transactions and maintained compliance in relation to store standards
- Raised showroom sales from 75% quarterly to 100% during 2002 and 2003
- Brought an increase of 50% in sales of accessories with a penetration mark of 18% in hard goods sales during 2005 - 2006
- Reduced overall store cost by 7% and improved the productivity cost by 15% during 2004
- Successfully achieved a growth of 15% on yearly turnover of store during 2003 and 2004

CERTIFICATIONS

- VAIO Specialist Sony, Dubai, UAE during 2008, 2009, 2010
- Certified by Trust International, Accessories, Trust International B.V.
- Certified in Managerial Skills PeopleSoft Career, Dubai, UAE in 20107
- Certified Network Specialist, Linksys, Dubai, UAE

EDUCATION

Diploma (Image Graphics and Multimedia) from Indian Institute of Technology, Bombay **1999**
B.A. (Sociology) from University of Kanpur (Chatrapati Sahuji Maharaj) **2002**

PERSONAL DETAILS

Address in India: A-502 Leela Sagar CHS, Yari Road, Versova, Andheri West, Mumbai 400061
Date of Birth: 13th August, 1976
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