



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

Retail & E-Commerce Operations
Sales and Marketing
Client Engagement

Business Growth
Financial Planning/Budgeting
Training and Development

Business Development
Category Management
Team Management and Mentoring

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:	13 th August, 1976
Passport No.:	Z2788251 (Valid)
Visa Status:	Employment (Saudi Arabia)