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| Amman  [Amman.319930@2freemail.com](mailto:Amman.319930@2freemail.com) |

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| **OBJECTIVE** |

An MBA Marketing professional with around 11 years of experience in Organised Retail (Buying and Retail Operations) Event Management and Real Estate, with focus on strategic thinking and excellence in execution to deliver sustainable growth. I believe in passion, accountability, adaptability and people development and have developed them as core competencies, leading businesses vertical for last 5 years with regions spanning across India and abroad

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| **KEY SKILLS** |

Vendor Management and development, Buying, Merchandising, Retail and Event Operations, Distribution, handling Logistical and delivery issues, Product launches,

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| **Landmark group – SportsOne division Period**: **Jan 2016 – Till Date** |
| Associated with SportsOne a division of Landmark Group catering to Sports Apparels, Footwear and Sporting goods & Accessories  **Designation**: Sr. Category Manager – Sporting goods & Accessories (Buying and retail Operations)  **Territories handled for Buying :** Dubai, Abu-Dhabi, RAK, Riyadh, Dammam, Jeddah, Qatar and Bahrain  **Territories handled for Retail Operations Head :** UAE, Bahrain and Qatar |

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| **PRIMARY RESPONSIBILITIES** |

* Leading the Buying Vertical (Concept Level – Sports Goods and Accessories) and Heading the Operations vertical (UAE, Bahrain and Qatar Territory)
* Complete responsibility for Top line and Bottom line budget achievement for a business of approx. AED 60 Million
* To ensure mentoring and growth of all retail staff working in Sports One UAE, Bahrain and Qatar (Approx. 120 team members including 9 store managers)
* Ensure achievement of all key retail KPIs viz. Footfall conversion, Average Transaction value, Units per transaction, etc.
* Monthly reporting to COO of Sports Division to discuss the status of Budget achievement and Sale Strategy implementation
* Closely monitoring stock loss and developing and implementing strategy to ensure stock loss controls
* Supervising retail training calendar and ensuring best in industry training to the store staff
* Driving store level cost optimisation initiatives to strengthen bottom line
* Supervising store operations audit and stock takes
* Regularly conducting interactive sessions with buyers to highlight non-performing categories/ brands to minimize impact on bottom line
* Heading VM vertical for UAE, Bahrain and Qatar Territory
* Business Planning and Buying Budgeting
* Category/Brand Management
* Order and Inventory Management, communicate forecasts to suppliers and resolve inventory issues
* Negotiate with existing/new suppliers on product pricing, payment terms, promotions to achieve competitive advantage
* Merchandise Planning
* Product Design and Quality Control
* New Store Planning and Capex Management
* Co-ordinating with Sales and Marketing team and for generating revenue
* Develop and maintain sales plan-manage purchase plan, communicate forecasts to suppliers and resolve inventory issues
* Planning and executing promotions & activities to drive sales and margins.
* Visiting Exhibitions and looking for new products and business opportunities
* Dealing with International Sports Brands like Nike, Adidas, Reebok, Tanturi, Schwinn, Hammer etc.

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| **KEY ACHIEVEMENTS & ONGOING PROJECTS** |

* New range introduction in Cardio Equipment, Bicycles and Fitness Accessories category
* Introduction of Boxing Category in Business
* Introduction of low price impulse sports toys for kids
* Renegotiation of margins with local supplier
* E-Catalogue, mapping of sports goods on electronic mode to optimize retail sales
* Focus to promote whole sale business with exclusive brands
* Planning to introduce Health Nutrition products in the assortment
* Opening of First Outlet Store

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| **Reliance Industries Ltd – IMG RELIANCE Ltd Period**: **Sept 2012 – Dec 2015 September** |
| **Designation**: Senior Category Manager – Sports, Toys & Lifestyle Events |

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| **PRIMARY RESPONSIBILITIES** |

* Leading the Procurement Vertical and lead the operations vertical for Sports & Toys Category for Reliance Retail Group and for Lifestyle and Sports events: An exclusive Sport Retail and Online model which shall showcase the complete sports Merchandise ranging from Sports Equipment’s to Apparels to accessories along with Gym equipment and Nutritional Solutions along with Toys
* Planning for the Event & Business categories, event budgeting, Working on creative’ s, Vendor Development, Procurement of goods & services and implementing across Lifestyle & Sports events. Coordinating with Sales and Marketing team for generating revenue and proper event execution
* Ensuring timely deliveries for events, coordination with various teams (Ticketing, Production, Entertainment, Security, Stadium Administration etc)
* Develop and maintain sales plan-manage purchase plan, communicate forecasts to suppliers and resolve inventory issues
* Planning and executing promotions & activities to drive sales and margins.
* Monitor & maintain optimal stock levels in line with the consumer demand.
* Negotiate with existing/new suppliers on product pricing, payment terms, promotions to achieve competitive advantage
* Strategic planning, Merchandise financial planning¸ Category Planning, Assortment Planning, Competitive shopping, Territory /Store visits, events and Retail team trainings
* Visiting Exhibitions and looking for new products and business opportunities
* Dealing with National and International Sports and Toys Brands like Simba, Mattel, Nike, Stag, Adidas etc

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| **KEY ACHIEVEMENTS** |

Procurement for Sports & Toys category for all the verticals of Reliance Retail Group

Leading and developing a team of 6 buyers and 3 planners for execution for vendor management, product planning, launch activities, distribution for sports apparel, equipment, footwear, Sports accessories and Nutritional Solutions and Toys for Retails and upcoming Exclusive sports and Online model

Handled special Sports events

* IPL: Handling Mumbai Indians IPL team procurement and stadium operations since 2013
* ISL: Handling Complete Event Procurement and supporting the event operations for Indian Super League 2014 & 2015 edition
* Ensuring stadium upgrades (Pitch, Lights and Infrastructure) across 8 cities for ISL
* Setting regional stadium team for ISL smooth functioning
* Ensuring 100% compliance to FIFA standards for Match equipment and Pitch
* Planning across for Match Day, Match Day -1 And Match day -2 activities
* Organised School and College Basketball League
* Organised “Reliance Foundation Young Champs” a Football Grassroots Scholarship programme
* Organised Referee Workshop in collaboration with AIFF (All India Football Federation) and Premier League
* Leading Procurement vertical and managing event operations for Lakme Fashion Week 2013, 2014 and 2015 for Summer and winter collection
* Leading the Operations for International and Domestic Player draft 2014 - 2015
* Handling Operations for Aircel Chennai Open ATP Tournament since 2012
* Toy Fest 2013 to 2015 across all Reliance Retails and Fresh Stores,

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| **Future Value Retail Ltd**  **Period**: **Jan 2011 – Sept 2012** |
| **Designation**: Manager – Buying & Merchandising (Since Jan 2011)  **Categories Handled:** Sports & Toys |

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| **PRIMARY RESPONSIBILITIES** |

* Managing Sports & Toys vertical for 162 Big Bazaar Stores and around 150 Planet Sports stores in India
* Effective Vendor management, Managing OTB, ARS and achieving planned targets.
* Visiting Exhibitions and looking for new products and business opportunities
* Planning the range in system to maintain proper order level at all stores
* Understanding customer buying behaviour and thus placing the products/ product mix
* Strategic planning, Merchandise financial planning¸ Category Planning, Assortment Planning, Competitive shopping, Territory /Store visits
* Inventory management along with category Promotion planning to liquidate the stock before season ends along with season management.
* Ensuring product volumes, and order flow are optimized in order to achieve target sales objectives.
* Responsible for achieving top line and bottom line across chain level.
* Dealing with renowned brands like Converse, Speedo, Wilson, Prince, Callaway, Spalding, Airwalk, Nike, Reebok, ADIDAS, Reebok, Puma, Nivia, Prince, Wilson, Head, Yonex, Hotwheels, Barbie, Disney, Hero Cycles, Funskool etc.
* Looking into categories related to running, tennis, training, golf, fitness, basketball, motor sports, Action Figures, Soft Toys, Dolls and Role-Plays, Educational Toys and Games, Learning and Experimenting, Baby and Infant Articles, Puzzles, Cards, Children’s Books and Music Technical and Action Toys, RC/ Battery operated as well as other lifestyle products.
* Developing Private Labels for categories like Cricket, Football, Boxing, Soft toys etc.
* Coordination with store team and warehouse for timely stock movement.
* Conducting regular training programs on the floor for the associates and the operation team and updating them with the new launches, product USP, and how to handle customer queries.

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| **KEY ACHIEVEMENTS** |

* New Introduction – New introduction was planned in every quarter to ensure steady category growth
* Big Day – Played an important role in achieving the targets at all the “Big day Properties”
* Manthan – Best category in terms of Inventory and stock availability
* Consistent Performance across all the events and festivals in terms of promotion, sales and stock availability

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| **HYPERCITY RETAIL (india) LTD**  **Period**: **Sept 2007- Dec 2010** |
| **Designation**: Buyer – Sports & Toys  **Key Skills:** Planning the merchandise, Procurement and buying, Vendor Management and Development,  Assortment Planning, Sales Management and Product launches.  **Categories Handled:** Appliances, Sports, Toys, Furniture and Luggage |

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| **PRIMARY RESPONSIBILITIES** |

* Planning the new range in the existing range and thus generating System Planogram.
* Judging the performance of the products on the basis of their planned locations
* Strategic planning, Merchandise financial planning¸ Category Planning, Assortment Planning, Competitive shopping, Territory /Store visits
* Merchandise sourcing from national and international vendors and to ensure quality is maintained within the budgeted cost and responsible for achieving top line and bottom line across chain level.
* Dealing with renowned brands like Zuari Furniture, Godrej Furniture, Nilkamal Furniture, Durain, LG, Bajaj, Philips, Whirlpool, Samsung, Panasonic, Morphy Richard, Speedo, Wilson, Prince, Callaway, Spalding, Airwalk, Nike, Reebok and Adidas
* Looking into Appliances, Sports goods, health and fitness and Mobile Handsets and developing Private Label MaxIT & Technix for Sports and Appliances categories
* Conducting regular training programs on the floor for the CCA’s and the operation team and updating them with the new launches, product USP, and how to handle customer queries.
* Leading a team of 6 Team Leaders & 40 Service Associates (Appliances & STS) and Leading a team of 4 Team Leaders and 8 Service Associates (Furniture) with direct reporting to GM
* Driving the Department Sales Targets & Controlling Shrinkage and Inventory at the store.
* Sales Analysis, Margin Analysis and feedback to the B&M team in-terms of promotions, offers etc.
* Liaising with the HD team and Client Servicing Team for Deliveries and After Sales Services
* Driving PICS, POST and Price Checker Programs for the department.
* Shop-floor Merchandising, SEL Standards, implementation of Planogram, Inputs in terms of Visual Merchandising, maintaining display and hygiene standards on the floor with proper follow up of cleaning schedule with proper record keeping for audit purpose

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| **KEY ACHIEVEMENTS** |

* Generated additional revenue for the organisation by selling Branding Spaces.
* Twice awarded with Gold Club for High performance in Furniture Sales and Once for Appliances
* Lead a team of dedicated staff and Planned the Layout for Hi-tech, Multimedia and Appliances Dttp

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| **RUCHISAN ELECTRONICS PVT LTD**  **Period**: **Aug 2007 – Sept 2007** |
| **Designation**: Executive  **Categories Handled:** I.T |
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| **PRIMARY RESPONSIBILITIES** |

* Setting up the store and handling I.T Section & maintaining sales & inventory at store
* Market Analysis and survey

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| **RASHMI PROPERTIES Period**: **Mar 2000 - May 2002** |
| **Designation**: Sale’s Supervisor  **Categories Handled:** Sales & Inventory |
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| **PRIMARY RESPONSIBILITIES** |

* Sales generation and Customer relationship Management with proper negotiation
* Follow up with the client for the renewal and queries
* Maintaining sales records with inventory control of various building materials and also supervising the completion of work on daily basis.
* Ensuring timely handover of the construction site

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| ACADEMIC QUALIFICATION |

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| **Qualification** | **College / University** | **Year** | Grade |
| Masters in Management Studies (MMS) | Thakur Institute of Management Studies and Research, Mumbai University. | 2007 | First |
| Bachelor of Commerce (B.Com) | Thakur College of Science and Commerce, Mumbai University. | 2005 | First |

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| OTHER QUALIFICATION |

* Hardware and Networking from Jetking Infotrain Ltd (Aug 2004)
* Diploma in Computer Commercial Application (Feb 2000)
* Maharashtra State Board of Vocational Examinations: A course in M.S. Office (July1999)

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| ADDITIONAL INFORMATION |

* Indian with Dubai Residence & Work Visa
* Have UAE & India driving Licence
* *Hobbies and interests include Travelling, Sports, Music and Watching TV.*
* *Computer Proficiency - MS Office, JD Edwards, Merchandise Management System, SAP.*