**Segu**

Retail / FMCG- Sales & Operations

**Personal Info**

**A**zizia, Doha , Qatar

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**Place of birth**

Sri Lanka

**Marital status**

Married

**Citizenship**

Sri Lankan

**Skills**

**1 .Understanding customer needs,. 2. Effective communication. 3. Understanding the Organization's financial performance. 4. Motivating the team.  5. Tracking and measuring the staff performance. 6. Creating a positive learning environment. 7. Maximizing staff utilization. 8. Delegating. 9. Enforcing standards. 10. Negotiation skills**

**Experience**

**2014-10 present**

**Retail /Key accounts Supervisor – Retail / Key accounts**

**Advance cooling systems WLL**- QATAR (Fujiaire Air conditioner)

* Monitor the team’s progress, identify shortcomings and propose improvements
* Create and maintain a loyal customer base utilizing exceptional customer service acumen
* Identify contemporary retail trends and recommend solutions
* Observe behavior of staff and guide them accordingly
* Ensure the accurateness of merchandising & displays
* Implement policies regarding loss prevention, security, and safety
* Attending customer complaints and follow up on service
* While retaining existing customers, follow up on customer prospects in pipe line sales
* Effectively oversee day-to-day operations of the store which resulted in significant reduction of overhead costs
* Coordinate sales team by managing schedules, filing important documents and communicating relevant information

**2005-08 TO 2007-01**

**Assistant Regional Manager**

**Abans LTD** (LG) Sri Lanka -Retail (Home appliances)

* Accomplished regional sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining    employees in assigned districts; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation  actions; enforcing policies and procedures.
* Achieved regional sales operational objectives by contributing regional sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining regional sales system improvements; implementing change.
* Established sales objectives by creating a sales plan and quota for districts in support of national objectives.
* Maintains and expands customer base by counseling district Zonal managers/Branch managers
* Recommends product lines by identifying new product opportunities, and/or product, packaging, and service changes; surveying consumer needs and trends; tracking competitors.
* Implemented trade promotions by publishing, tracking, and evaluating trade spending.
* Effectively manage Sales Operations expenses to ensure delivery of internal gross margin goals.

**2000-02 TO 2005-07**

**District Manager**

**Singer Sri Lanka PLC**- Sri Lanka (Retail Business-Home appliances)

**Planned and executed strategic initiatives to achieve growth through customer focus and collaboration, driving revenue volume through targeted business plan**s.

* Monitoring timely and safely open and closure of retail stores
* Supervising day to day retail operations
* Setting up target for Branches/Sales Representatives with % of growth on volume, under my purview.
* Conducting Sales planning meeting to archive the set targets.
* Planning and organizing out door promotional activities such as town storming, displays for group sales, Poster/direct mailer / Free Service/door to door campaigns and demonstrations.
* Conducting training programs (on the job) for Branch Managers / Shop Assistants/Sales representatives  Managing the inventories profitably by analyzing aged and  obsolete items and take prompt action
* Checking the company cash at branches and take action to remit on time
* Managing the hire purchase business at controllable level by analyzing the risk and arrears.
* Improving the distribution by putting up new showrooms/ demarcation
* Training and developing the sales representatives/shop managers/ dealers / assistant for succession.
* Planning regional/internal promotional activities.
* Maintaining the displays & merchandising effectively
* Look for opportunities to develop business in each territory
* Monitoring competitor’s activities and reporting to office on time

**Achievements**

**Overall Grand Winner – CATAD (Collection Against Total Amount Due)**

**Overall Grand Winner – ITO (Inventory Turnover Ratio)**

**Expanded the distribution from 6 to 13 retail outlets**

**1993-03 TO 2000-01**

 **Area Sales Executive**

**The Swadeshi Industrial Works LTD**- Sri Lanka (Soap, Detergent & Cosmetic)

* Setting up targets for territories under my purview and planning the secondary sales to achieve primary sales
* Setting up SKU wise distribution target and monitoring KPI’s
* Providing on the job training for sales representatives
* Guiding and motivating the S/representative to do effective displays and merchandising
* Appointing distributors and doing P & L for them
* Setting up credit limits for distributors, based on B/Guarantee and credit period
* Monitoring and supervising the daily sales and admin of each s/representative and territory
* Training and developing the S/representatives for their career development
* Look for opportunities to develop business in each territory
* Attending customer complaints promptly
* Monitoring competitor’s activities and reporting to office on time

**Education**

**1991-11**

**Diploma**

Diploma in English language

**1991 TO 1992**

**General Management**

**2002**

**British council**

Presentation skill

**2010**

**British council**

Report writing

**2003**

**Sri Lanka Business Development Centre**

Outward Bound

**1988**

**GCE Advanced Level**

Commerce & finance

Accounting

Economics

Islam