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**PERSONAL SUMMARY**

**MOHAMAD** **mohamad.332932@2freemail.com**

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An ambitious, highly motivated and energetic sales executive with excellent marketing and business development skills. Experience of managing sales and merchandising for established retails outlet. Over 6 years of marketing experience, working in competitive industries and successfully identifying, developing and managing new business opportunities within these markets.

# PROFESSION: Merchandiser, Sales Executive

## CAREER HISTORY

# SALES EXECUTIVE- AL-SHAHEEN ESTABLESHMENT

# MAY 2011-Present

# Doha, Qatar

Involved in the strategic market planning for the company’s services. Organized merchandising operation and major events like promotions or product launches.

* Supervise the daily sales activities.
* Review and process purchase orders.
* Conduct market reaserch and product evaluation.
* Participate and attend various sales meeting.
* Prepare documents and minutes of the sales meeting.
* Involved in the traning of new staff merchandiser.
* Increase average monthly direct sales.
* Making sure products and services are supplied to the customers on time.
* Involved in forecasting market trends.
* Reporting to the General Maneger.
* Launched and distributed company product over 8 major accounts.
* Regularly liased with our suppliers to ensure the progress of existing orders.  Provide customer with competitive quotation.

# SHOWROOM SUPERVISOR- AL-SHAHEEN ESTABLESHMENT

# MAY 2009-MAY 2011

# Doha, Qatar

* Greeting customers upon arriving in our retail showroom and learning their motivation for their visit; and developing long-term relationships.
* Maintaining the Showroom image to the highest standards.
* Ensuring the Showroom and all displays are neat and tidy at all times.
* Responsibility for stock management and ordering.
* Ensure window and showroom displays are installed in a timely manner to company standards.
* Organize showroom maintenance and refits as needed.
* Reassess stock to minimize distribution costs/ensure customer orders are met as soon as possible.
* To ensure that the Customers are extended the highest levels of customer service at all times.
* To deal promptly with Customer complaints, liaising with customer services in order to resolve queries.
* To provide accurate advice on colour and suitability.
* Presenting and discussing various showroom based product options based upon your discovery of the prospective clients lifestyle, needs and goals
* Assisting customers in financing, purchasing, delivery and ultimate satisfaction
* Train, coach and develop Sales Associates on product knowledge and selling skills to achieve store sales goals.

## PROFESSIONAL EXPERIENCE

## MARKETING

* Experience on territorial marketing,account management and client relations and retention.
* Writing detailed sales forecast report to the general maneger.  Communicating new products to potentials clients.

## MANAGEMENT

* Assumes responsibility and accountability
* Monitoring and reviewing the performance of the merchandiser in all outlet,to ensure target are met.
* Responsible for monitoring sales levels and patters on a weely and monthly basis to identify and predict any potentian problem.

## SUPERVISION

* Ensures High Customer Expectation Work
* Ensures Effective Work Environment ans resolves grievances
* Monitoring Results of Sales Plan
* Monitor & Ensures Individual Performance & productivity

## KEY COMPETENCIES AND SKILLS

Brand launch Business development Product Advertising Management

Planning Promotions Competitor Anlaysis Loss prevention Negotiating Merchandising Key accounts Site Selection

## PREVIOUS QUALIFACTION

Cashier, Bartender and Waiter Cafe de Paris 2006-2008

## ACADEMIC QUALIFATIONS

# Bachelor of Science in Hotel and Restaurant Management

Mindanao State University(MSU)

Marawi City,Lanao Del Sur

Philippines

## PERSONAL DETAILS

Date of Birth : September 4,1980

Age : 35

Driving license : Qatar Driving License

Language : English,Tagalog,Arabic,4 native language in Mindanao

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| Visa Status  |  : Residence Visa  |
| Preferred  |  : UAE/QATAR  |