****

**WAJHI**

**WAJHI.340081@2freemail.com**

Over **11 years** of professional experience in Sales, Promotions, Business Development, Customer Service, And Operations in the Retail Industry.

**KEY SKILLS:**

* Knowledge of Retail Marketing including Purchaseand FMCG trends
* Ability to Maximize a retail store’s profit whilst minimizing costs
* Excellent Customer Care Standards
* Ability to identify a customer’s need, satisfy it and then close a sale by creating a combination of real value for money
* Team Management
* Retail Store Operations & Process Management
* Strong communication skills

## Work Experience:

**Pure Gold Jewelers. Abu Dhabi Duty Free (Aug 2013 to Till Date)**

**Working as Showroom In-Charge.**

**Job Profile:**

* Attending walk in customers with enthusiasm. Energetic greetings
* Uncovering their needs
* Matching customers’ expectations with our available products
* Promoting sales through various sales promotions
* Maximizing sales through effective merchandising
* Making sure that our products have maximum visibility
* Organizing, preparing and arranging Promotional materials, Products locations & displays
* Making Order / memos and invoices
* Setting targets for the Outlet
* Pushing the team to achieve Sales Target
* Maintaining and analyzing monthly Report.
* Monitoring & Evaluating monthly Sales Performance of the Outlet and raising it by 10% – 15% every month
* Intuitively providing full Customer support to the clients and helping them with their queries
* Working closely with customer services, warehouse teams and intermediaries
* Achieving all Outlets sales targets by 90% at least
* Making weekly, monthly reports and sending them to top management regularly
* Maintaining accurate statistical and financial records

**AL Rasasi Perfumes Co. WLL, Bahrain (Jan 2012 to May 2013)**

**Worked as Outlet Manager.**

**Job Profile:**

* Recruit & Manage team of minimum 4 sales associates.
* Selling financial products to customer and achieving targets.
* Building customer base for long term relationship.
* Grow successful sales teams with professional development that lead to career proficiency and individual motivation
* Develop advertising campaigns that successfully attract target population
* Motivate professionalism and team members' drive to succeed

**Bahrain Pride Trading Co. WLL, Bahrain Supermarket (August 2009 to November 2011)**

**Worked as Supervisor.**

**Job Profile:**

* Responsible for all Local purchases (food and Non Food)
* Achieving and exceeding budgeted targets by Implementing **Sales** Strategies as per market dynamics.
* Designing and Implementing Offers, bundles and Promotional Activities increase **sales** and market share across all Retailers
* Stock Management by Regular Monitoring of Model wise: **Sales** trends, Stock Replenishment, Stock Rotation, Liquidation and Forecasting to ensure smooth sell in and sell out across all accounts.
* Effectively manage relationships with the Key Retailers, Buyers, Related Business units and other partners critical to the future success of the Business.
* Fully involved in new product selection / development, procurement – local. Price negotiation with manufacturers to maximize profit margins
* Helped streamline and update the customer data on the system to aid future marketing research & relationship marketing and feeding the process of push and pull strategies.
* To execute and achieve the set daily objectives for **sales**, distribution, range selling, promotional programs and customer stock weight as appropriate
* To ensure timely submission of all administrative work such as Daily **Sales** Report, Update weekly and daily routing schedule list, regularly update Customer Profile Form, Competitors Pricing and Market
* Maintain vigilance on **sales** trends of own & competitor's product line to review each salesman area of weakness, strength and potential.

**STA Credit expert Pvt. Ltd. In Aligarh India (December 2005 to July 2009)**

**Worked as Team Leader**

**Job Profile:**

* Maintaining and analyzing monthly reverts
* Addition and updating of existing client’s datebases of assigned territory
* Giving feedback form market regarding product image & competitions.
* Giving full information about the customer to manager
* Handling customers to solve their queries
* Achieve annual targets (on a monthly basis)

**ACADEMIC DETAILS:**

* Master of Business Administration (MBA) from Sikkim Manipal University in 2011
* Bachelor of Arts from Aligarh Muslim University, Aligarh in2004.
* S.S.S.C from Aligarh Muslim University, Aligarh, 2001.

**COMPUTER PROFICIENCY**

* Proficient in MS-Office (Word, Excel, Power Point)
* Internet & E-mail Knowledge