**CURRICULUM VITAE**

**IRSHAD**

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**CAREER OBJECTIVE**

 I would like to have a challenging position at your esteemed organization, where skills will greatly enhanced company's success and my own personal growth.

 My experience in working in various positions dealing with people in the hospitality industry, my exceptional language skills, and my hard work ethic makes me one as a best candidate. I have spent the past 13 years in various customer service oriented positions and dealt with different diversified cultures locally and abroad, and I would now like the opportunity to contribute these experiences with the team.

**PROFESSIONAL EXPERIENCE**

* **BUYER/PROCUREMENT IN CHARGE (2015 MAY-2016 MARCH)**

 **REMEDY BUSINESS GROUP**

 *(A company includes Trading in Office and School Supplies, Children's Toys and Educational Aids, Arabic and English Books, Arts and Crafts Materials, Printing, Party decorations, Home tools ,Kitchen ware, Perfumes ,Electronics, and Home decoration items.)*

***KEY RESPONSIBILITIES & ACTIVITIES***

(Review existing items to ensure products remain competitive. By fully understanding customer needs, they are able to maximise profits and provide a commercially viable range of merchandise at competitive prices,Keeping up to date with market trends and reacting to changes in demand are key elements of the role.and travelling to other countrys to shiping the stuffs to the nation )

* Analysing consumer buying patterns and predicting future trends;
* Regularly reviewing performance indicators, such as sales and discount levels;
* Managing plans for stock levels;
* Reacting to changes in demand and logistics;
* Meeting suppliers and negotiating terms of contract;
* Maintaining relationships with existing suppliers and s
* Searching new suppliers for future products;
* Attending trade fairs, in the UK and overseas, to select and assemble a new collection of products;
* Participating in promotional activities;
* Writing reports and forecasting sales levels;
* Presenting new ranges to senior retail managers;
* Liaising with shop personnel to ensure supply meets demand;
* **RETAIL STORE MANAGER (2005 MAY TO 2015 JUNE)**

 *(*A Company involved in importing & Distributing Stationery’s, Gift Items, House Hold Items, Kitchen ware, Home Tools & House/Party Decoration Items,Electronics)

***KEY RESPONSIBILITIES & ACTIVITIES***

* To search out the material according to stock no. and cleaning.
* To keep the material on the racks, pallets and admirals per location wise.
* To issue receive the materials.
* Inspection by the department head, data entry of requisition.
* Personal verification of articles, placing of orders, prepare stock position notes, inspection of delivered material by the supplier and the maintenance of different requisites of indent and receipt materials, and data entry error correction in the central store computer room etc.
* To manage staff under my control and attend the daily meetings.
* The function of store is to store the access components to protect bin from damage and dust
* To maintain the material stock position according to the requirement of production.
* To supply the components at proper place and proper time.
* To receive the components and keep it current and correct stock position according to validity.
* To keep the material supply and use the proper and paper to protect from damage of the threat.
* Responsible for ensuring a consistently high standard of presentation in the store and making sure that all available space in the store is effectively utilized. Focused on maximizing the customers shopping experience.
* Maintain the proper stock according to the registry
* Managing up to 65 members of staff
* **ASSISTANT RETAIL STORE MANAGER (2002 March TO 2005 May)**

*(*A Company involved in importing & Distributing Stationery’s, Gift Items, House Hold Items, Kitchen ware, Home Tools & House/Party Decoration Items,electronics)

* **SUPERVISOR (2001 TO 2002)**

 *(*A Company involved in importing & Distributing Stationery’s, Gift Items, House Hold Items, Kitchen ware, Home Tools & House/Party Decoration Items,electronics)

***KEY RESPONSIBILITIES & ACTIVITIES***

* Manage & monitor performance of sales to ensure all areas deliver the targeted volume & margin (Actual volume / margin against the Budget)
* Fostering strong relationships with major hyper & supermarket chains
* Achieve the budgeted volume & margin products to deliver company’s targeted profit.
* Implementing original sales strategies to achieve exceptional results
* Achieve the distribution target on a week to week basis in all trade channels as per the recommended product portfolio to optimize the sales & increase market share.
* Monitor and ensure that the orders of all products are in line with the market demand to control wastage & optimize sales.
* Ensure that all customers comply with company credit policy to avoid any financial loss.
* Make sure all employees adhere to Company Quality & Safety policy to ensure product quality & employee safety.
* Identify the training needs and provide /facilitate the training inputs to equip them with the required skills & knowledge.
* Identify potential candidates from the team & coach them to provide career advancement.
* Conducting route ride /field assessment for all salesmen in his area.
* Conducting route ride audit & customer satisfaction survey.
* Ensuring all staff comply with company hygiene /quality policy & safety guidelines.
* Giving feedback and gaining commitment to improve area performance by conducting improvement - focused coaching session and attending weekly meeting with sales team.
* Ensuring that sales routes operate cost effectively and yield maximum result by regularly reviewing performance and the factors that the dive cost effectiveness and sales performance.(E.g. Call rates, stock rotation)
* Increasing sales turn over in route by actively identifying and exploiting new business potential in the area.
* Maintaining good customer relation by solving and /or helping sales executives to solve customer complaints promptly.
* Preventing fraud by reviewing routes to detect indicators of wrong doing as early as possible.
* Investigating possible fraud by ensuring that customers are visited and invoices/ TC balances/ truck stock is checked periodically.
* Contributing to better management decision making by preparing and presenting timely market-related reports as required to top management.
* Motivating and encouraging staff by monitoring and appraising them on regular basis.
* Gaining an in-depth knowledge of his area by visiting shops in his areas regularly.
* Monitoring merchandiser’s activities to ensure high standards on markets hygiene and implementation of Plano gram. Managing up to 30 members of staff
* **CASHIER (2000 TO 2001 JUNE)**

*(*A Company involved in importing & Distributing Stationery’s, Gift Items, House Hold Items, Kitchen ware, Home Tools & House/Party Decoration Items,electronics)

* **SUPERVISOR – (1996-1998)**

A Company involved in producing and Distributing of dairy products, and Farm Bairaha Chicken

**MY STRENGTHS**

* Proven ability to manage projects from planning to execution.
* A flexible and versatile team player with senior executives as well as an achievement focused team leader with an established performance record who will work hard and excel in any environment.
* Impressive work ethic, reliable, dependable and conscious of duties and tasks, and having the ability to prioritize a board range of responsibilities efficiently and effectively.
* A positive approach to all tasks and pride in achievements has resulted in many successes and recognized for the ability to achieve outstanding conclusions.
* Ability to form good relationship with both peer and staff is a central to my character.
* Ability to create a smooth working environment with congenial atmosphere is one of my exceptional characteristics.
* Highly organized, efficient and dedicated individual achieving a reputation for consistency going beyond what is essentially required.
* Flexible work style, adapting to challenging work and requirement.
* Detail oriented and resourceful in completing managing projects, ability to multitask effectively.
* Work well; remain calm and professional under pressure in a demanding, fast pace and time sensitive environment.
* Excellent PR skills. Good communication. Passion in what I am doing, Ability of Problem Solving.

**OTHER QUALIFICATION**

**Computer Knowledge**

* I have successfully completed Diploma in Computer in 1999.
* **Ordinary Level Examination in 1992 Advanced Level Examination in 1995**

**EDUCATIONAL QUALIFICATIONS**

Sri Ramakrishna Central College (Galaha) St/Sylvesters College (Kandy)

**Subject**  **Grade Subject**  **Grade**

Islam D Accounting S

Tamil D Political Science S

English C

Mathematics C

Science C

Social Studies C

Music S

**LANGUAGE PROFICIENCY**

* Arabic Hindi Tamil
* English Urdu Sinhala

**INTERESTS**

* Travelling & Reading and Meeting people developing relationships,

**PERSONAL INFORMATION**

Date of Birth : 17th April 1975

Gender : Male

Marital Status : Married

Nationality : Sri Lankan

Height : 5' 8"

Visa Status : Vist(Currenty Available Immidiatly)

**DECLARATION**

I do hereby declare that the details given above are true and correct to the best of my knowledge.