**Mohammed**

[**Mohammed.348957@2freemail.com**](mailto:Mohammed.348957@2freemail.com)

|  |
| --- |
| **Executive summary** |
| * Retail Professional with International 12 plus years of experience in inventory Management, Store Management and Merchandising * Skilled at learning new concepts quickly, working well under pressure, and communicating ideas clearly and effectively. * Enthusiastic and self motivated. * Exposure in Retail Fashion and Health care industry |

|  |
| --- |
| **WORK EXPERIENCE** |

|  |  |  |
| --- | --- | --- |
| 1.Company  Duration  Designation  Retail Management :  Achievements | Life Health Care Group – One of the Leading Brand in Health Care Industry  Oct 2012 – Jan 2017  Store Manager/Acting Cluster Manager   * Perform management functions, such as purchasing, budgeting, accounting, and staff administration, in addition to supervisory duties. Ensure standards for quality, customer service and health and safety are met. * Monitor activities in the sales floor; provide personalized services to customers to continuously generate repeat and referral business. Also attend to customer complaints and comments. * Improve the commercial performance of the store by increasing its turnover and maximizing profitability. * Direct the workforce and ensure that policies and directives are met appropriately through on-the-job coaching, training, motivating and leading by example. * Keep up-to-date with market trends, developments, and demographics in the fashion retail industry and exploiting this information to develop the business. * Responsible for monthly activity @ Gyms and Fitness Centre to promote in-house nutrition Products * Responsible for weekly clinic and doctors visit to enhance and understand perception need and to promote vitamin supplements * Continuously reviewing store performance and space management to maximize   profitable use of inventory.   * Liaising closely with Gym trainers & Clinics, to understand all necessary facets and needs of organizational development. * Planned and set goals to enhance sales, monitored performance * Consistently achieve set targets for In-house Vendor years 2013 -2015 |  |
| 2.Company  Duration  Designation  Brand Management :  Sales & Marketing  Responsibilities :  Achievements | Landmark Group- Lifestyle Concept  Jan 2009 – Aug 2012  Dept Heat (Home Décor) / Assistant Buyer – Cosmetics   * Handle brand management, create awareness and strengthen brand image in target market. * Lead new product launches, promotional campaign planning and product management to increase revenue, and improve brand visibility and availability of product in the market. * Check overall brand performance with each brand and work closely with Brand/ Sales teams to ensure overall brand standard and image is kept intact. * Collaborate with the entire organization, including the dedicated sales team and other marketing staff to provide effective materials aimed at boosting sales. * Communicate and enforce standard guidelines for all brand communications to ensure consistency and quality as well as achievement of objectives. * Excellent capacity to work as Profit Center Head, develop new business entities and supervise team of sales and marketing, business development, and management professionals. * Perform effectively towards enhancing the company’s image, maintaining business volume and gradually accelerating growth in terms of turnover, brand name, client base and personnel. * Set up plans and sales strategies to develop new business opportunities and ensure business growth. * Deal with customers to generate sales, strengthen client support, service and business operations, while developing contacts with key accounts, retailers and distributors. * To handle Buying for Brands like Maxfactor, Bourjois, L’oreal, Maybelline, Rimmel and Prestige for 20 Lifestyle stores across UAE * To drive Sales in Cosmetics Category for In-house Brands like NYX, Deborah etc as well as other brands stated above (Present through various Distributors) for 23 Lifestyle and Beauty Bay Stores. * Preparing Make-over schedules for Lifestyle Stores. * Achieving the Budgeted Sales and the Budgeted Gross Profit for Cosmetics Department in Lifestyle. * Daily interaction with Store Managers, Brand Managers to streamline the operation of Cosmetics department in Lifestyle. * Responsible for handling Beauty Advisors for Inhouse brands across Lifestyle stores * Price determination for all imported products sold under cosmetics department. * Co-ordinating with Marketing and PRO to get the necessary approvals for Instore Visibility during promotion and giving high visibility to the brands. * Consolidation of stocks to best performing stores to maximise the sales and have proper inventory availaibility at stores * Execution of GWP’s to clear 50% of Ageing Inventory Stocks in 2 months for Inhouse Brands. * Moved from Home Décor to Cosmetics due to high performance in the said department. * Promoted from Store Incharge to Assistant Buyer. | |
| Company  Duration  Designation  Responsibilities  Achievements | Landmark Group- Lifestyle Concept  Aug 2006 – Dec 2008  Store Incharge   * Assigned at the flagship store of Lifestyle in UAE and its first model store in the entire GCC covering an area of 10,500sq.ft. Ensured smooth functioning of the store in handling day-to-day transactions. * Trained, mentored and evaluated 18 staff. Also coached * Handled retail store planning, coordination of shop fittings, project implementation, product development, pricing, merchandising, marketing, sales promotions and staff administration. * Applied knowledge of Visual Merchandising to direct the appearance of the store outlet including its outlook, display and operational needs. * Creating strategic business and sales plans that will drive top line sales and bottom line profitability. * Conducting performance reviews and appropriately addressing issues of poor performance among team. * Creating a grading process that Staff the width of Range required in each store location, based on its commercial strengths, weaknesses and Customer profile. * Anchored the First Ever Model store of Lifestyle in the entire GCCand achieved the highest per day sales in the store,also for the entire GCC. Also received specialized training in Visual Merchandising. * Track record of consistent store monthly budgets achievement across all the months as a Store Incharge. * Initiated innovative sales programs that generated strong participation and sustainable results in sales | |

|  |  |
| --- | --- |
| 3.Company  Duration  Designation  Responsibilities  Achievements | Landmark Group – Lifestyle India Pvt Ltd  July 2003 – July 2006  Senior CSR   * Planned and set goals to enhance sales, monitored performance and directed store roll out efforts in the Store. * Continuously reviewing store performance and space management to maximize profitable use of inventory. * Overseeing 100% in store availability to ensure that the delivery schedule matches the needs of the Store Operation in collaboration with logistics function. * Liaising closely with Department Heads, Store Manager and Area Manager, to understand all necessary facets and needs of organizational development. * Consistently exceeded set targets for financial years 2003-04, 2004-05 and 2005-06 by 150%. |

|  |  |
| --- | --- |
| B.Com | Methodist Degree College of Commerce & Economics |
| H.S.C | Chanakya Junior College, Andhra Pradesh Board |
| S.S.C | Knowledge High School, Andhra Pradesh Board of Secondary |
|  |  |
|  |  |

|  |  |
| --- | --- |
| **PERSONAL DETAILS** | |
|  | * Date of Birth : June 16, 1984 * Marital Status : Married * Languages Known : English, Hindi, Telugu and Urdu. * UAE Driving Lic. : Yes |