Ahammed.



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**OBJECTIVE**

Looking for a position of responsibility in the retail business, where my years of experience in showroom setup, purchase and marketing/promotional activities in the Supermarket and Department stores areas can be put to the benefit of the organization and my own career growth**.**

**BRIEF PROFILE**

* 20 years of experience in Gulf Region - Supermarket & Department Store, Food and Non-Food
* 10 years of Experience in India –various roles in the Garments &Textile field.
* Wide experience in retail business that include setting up of new Supermarket & Department stores, bulk purchasing, inventory control, staff deployment, staff training and promotional activities.
* Extensive knowledge of FMCG & Garments, Textiles and White Goods. Highly familiar with major brands from Europe and Asia.
* Very good knowledge of Indian pure silk sarees.
* Wide range of contacts in the wholesale and retail markets in Gulf region and India.
* Proven capability in handling more than 100 staff.
* Food and Non food (Hyper market level ) purchase experience .

**KEY SKILLS**

* Operations management of Group outlets
* Group purchase-Inventory control and optimisation
* Back store and GRV management
* Networking with partners in wholesale and retail markets
* Staff optimisationand deployment
* Training Delivery – Areas covered include LPO Management, PO creation, GP maximisation techniques, Waste reduction, Staff motivation, etc.
* Organizing new outlets .

**EMPLOYMENT HISTORY (Gulf Region)**

2017 March to Present: **Purchase officer** FMCG, M/s Ramez Group, Sharjha

2012 Oct: 2016:**Manager**Retail Division (FMCG : Dept. Store ) Al Manama Group, Ajman.

2009- 2012 July:**Purchaser** in Retail Division M/s Al Dhafra Co-Operative Society, W/R, MadinathZayed, Abu Dhabi.

2006-2009: **Manager (Retail Operations),** M/s. Baniyas Spike Group of Companies,W/R,MadinathZayed, Abu Dhabi

2003-2006: **Purchasing/Marketing Manager (wholesale),**Shilpa Fashions, Bahrain &Shilpakala Fashions, Dubai.

1996-2003: **Sales Supervisor**, Flair (KM Trading Group), Abu Dhabi

**MAJOR ACHIEVEMENTS**

* Successfully set up a Supermarket and Departmental store for M/s Baniyas Spike Group of Companies in BidaZayed with overall responsibility for show room design, purchasing, proper place allocation, bar coding, and staffing.
* Identified new products and independently handled sourcing and local sales promotion while working for Shilpa fashions, Beharin. Increase in sales revenue by 20%
* Expanded sales to include mass market accounts in Flair, Abu Dhabi
* Increased sales by 30% in the Textile and Sarees Division of Flair, Abu Dhabi, while working as Sales Supervisor
* Played a key role in increasing division revenues by three times, while working for Flair Abu Dhabi

**DETAILS OF EXPERIENCE**

**From March 2017: Purchase officer** M/s RamezGroup .Sharjha

Currently working on introducing new process for creating and executing Local Purchase Orders.

**2012 Oct: 2016: Manager Retail Division (FMCG: Dept. Store)** Al Manama Group, Ajman.

Responsibilities:

* Overall responsibility of the Outlet
* Purchasing and Inventory control
* Planning and implementing Sales Promotional activities
* Staff control

**2009-2012 July:Purchase Officer**, Retail Division (Food & Non Food) M/s Al Dhafra Co-Operative Society, W/R, MadinathZayed, Abu Dhabi .

Responsibilities:

* Wholesale procurement
* Pricing
* Proper place allocation and Listing.
* Planning and implementing Sales Promotional activities

**2006-2009: Manager Retail Operations,** M/s. Baniyas Spike Group of Companies (Food stuff whole sale & retail), BidaZayed, Abu Dhabi

Responsibilities:

* Planning of new show rooms
* Staff recruitment and deployment
* Wholesale procurement
* Proper place allocation and Inventory Control
* Sales promotion

**2003-2006: Purchasing/ Marketing Manager**, Shilpa Fashions, Bahrain &Shilpakala Fashions, Dubai.

Responsibilities:

* Manage whole sale Purchase from Gulf regions and India
* Identify and locally promote new products from India & Far East
* Manage Sales/Marketing Team

**1996 – 2003: Sales Supervisor**, Flair, Abu Dhabi (KM Trading Group), (Textiles, Sarees, Garments & Footwear)

Responsibilities

* Managing Sales Staff
* Expand sales to include mass-market accounts.
* Person In-charge of Textile &Sarees, Garments and Footwear division.

**EDUCATION AND OTHER PERSONAL DETAILS**

Qualification:Bachelor Degree in Commerce (course completed), University of Kerala, India

Marital Status/ Children:Married, one son and one daughter

Languages:Malayalam Fluent), English (fluent), Hindi (fluent), Arabic (working knowledge)