**ZUBAIR**

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**Dubai & KSA experience 8.5 years**

***An accomplished & knowledgeable*** *professional aiming for mid senior level assignments as* ***ROM/****Concept Manager****/****or* ***any parallel position with*** *an organization of high repute; preferably in Retail industry*

*Location Preference: UAE & Middle East*

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| **SKILLS SET** | **PROFILE SUMMARY** |
| **Retail Operations**  **Business Development**  **Visual Merchandising**  **Sales & Profit Budgets**  **Customer Engagement**  **Budgeting & Cost Control**  **Team Management & Engagement** | * A competent professional with 16 years of experience inRetail Operations,Business Development&Store Management * Experience in handling retail sales through channel & store functions, in-house marketing plan execution, product promotion and implementation of business strategies to accomplish the decided targets * Hands-on experience in overseeing business development operations and accountable for increasing profitability and achieving business objectives within budgeted parameters * Proficient in managing franchises& company own operated stores * Strong & elegant experience of fashion retail industry in UAE-KSA-PAK * Instrumental in driving LFL science in stores &cost control management * Demonstrated abilities in managing retail through strong processes * An effective communicator with good analytical, leadership, interpersonal, planning and problem solving skills. |

**CORE COMPETENCIES**

* Spearheading & developing retail stores & franchise partners and leading sales teams in sectors like apparels & non apparels
* Formulating & implementing strategies for achieving annual business goals for the division & managing overall operations
* Providing retail & merchandising expertise to stores including selling methods & techniques; handling promotions & events
* Managing inventory rotations and achieving balanced results
* Maximizing sales and profitability through excellent service and effective management of retail space in medium & big box format stores
* Managing sales & marketing operations with accountability for incremental volume & profit growth
* Supervising entire retail operations inclusive of customer service, channel development, etc. and managing departments
* Handling activities related to visual merchandising displays, windows, POP & design of retail outlets for maintenance of a high-end store image
* Mapping client’s requirements & providing best products to suit their requirements; generating business from existing accounts and achieving profitability & sales growth
* Managing & developing retail stores & franchise partners

**ACCOMPLISHMENTS ACROSS THE TENURE**

* Significant management of footfall & driving ATV, UPT, conversion & optimizing operating costs & staff requirements as per business need - 2016
* Significantly converted leading wholesaler company Cambridge into retail brand by developing team & implemented retail standards with processes; comprehensiveknowledge of six stores openings; 2005-8
* Retail Corporate Audits: Achieved 89 % in BOE audits (Barometer of operational Excellence) & Cash audits & satisfactory in Loss Prevention audits - 2015
* Mystery Shopping Results: Score above 90% in 5 stores& ranked number 1 & 3 against 69 stores audited in KSA.2015
* Shukran Loyalty Program: Increased member ship from average 115 cards/store to 125 cards/store (increase 9 %) also increased penetration from 33% to 60% - 2016
* Comprehensive knowledge of 12 retail stores openings (KSA-UAE-PAK) & renovations of 4 stores; 2000-16
* Headhunted 32 retailers & developed/groomed them from scratch for front line retail operations; 2005-16
* Sale & Marketing plan were giving only 2% growth & teams were struggling .I organized& developed teams; alsoworked on planning of merchandises & display standards &increased Sales by 8 % for five Big Box Format stores in 2013-14
* Successfully implemented back store project/supervisors development program/cashiers productivity @ cash desks & benefited maximum -2014
* Played a key role in optimizing sale by successfully managing a diverse customer portfolio including owned operated stores & franchise partners from PKR 198 million to PKR 285 million(44 % Organic Growth ) 2005-8
* Best in Visual Merchandising & Sales Techniques skills - 2004
* Merit of being hired as Store Manager & promoted as Area Manager for Dubai and later promoted to Concept Manager for Jeddah KSA 2008-16
* Highest one day sale for one store KSA in Ramadan 2016 SAR476151, unit 14302, amongst all 112 stores.

**SKILL/S-** Recruiting, Hiring, Leading and Coaching, Identifying New Locations /Opening New Outlets, Visual Merchandising, Inventory& Cash Management, Customer Care/Customer Service, Space Planning, Sales& Business Development, Development of retail SOPs

**WORK EXPERIENCE**

***Jun’08 – Dec’ 16: Landmark Group KSA / UAE***

***Growth Path:***

***Feb’15 – Dec 16: Concept Manager –Max-Jeddah***

***Jun’08 – Jan’15: Area Retail Manager – Max-Dubai***

**Role:**

**As Concept Manager – Landmark Retail KSA**

* Looking after mall & stand-alone stores by managing top line sales & operations, controlling expenses & manpower budgets, while handling personal issues, accounting, visual merchandising and stock level control
* Accountable for:
* Supervising stock loss action plan & preparing pre & post shrinkage action plan
* Driving commercial aspect and conducting keen competitor’s analysis
* Monitoring retail audits, reviewing results &facilitating training workshops
* Handling all planning, marketing, IT, HR admin, project, facility & loyalty functions
* Delivering highest level of customer service through teams, contributing to the administrative and technical assessment of the store managers & area managers
* Formulating staff development plan & customer engagement plan
* Heading retail by monitoring brand growth (sales, profitability & other) ensuring proper implementation of the strategy, and recommending new tools and means to grow the business

**As Senior Area Retail Manager – Landmark Retail Dubai**

* Managed multiple stores covering 90659 sq. ft. area
* Spearheaded around 150 sales team consisting of VMs, SMs, ASMs, Supervisors & Cash Operations Teams & Department Managers as well as 26 people of housekeeping & security agencies
* Looked after categories like Apparels (Mens/Kids/Ladies/Lingerie) Toys/Home/Footwear/Accessories/ Cosmetics
* Accountable for:
* Maximizing stores contribution through exploiting every opportunity to drive sales; leadsby example to reduce stock loss, maximise merchandising opportunities & maintain cost controls
* Delivering high level of motivation & development of team members & ensures individual & store compliance with all company regulations & procedures
* Using sales information to make business decisions regarding merchandise & scheduling of management and to maximise sales opportunities through commerciality and outstanding customer services
* Headed stores teams to achieve their sales targets, shrinkage targets & control operational costs in order to meet the business plan

**Highlights:**

* Essayed a stellar role in managing monthly sales budget of 10 million dirham for four stores
* Steered efforts in handling multiple projects like people development plans, store touch point’s project & back store management using as a profit centre instead of cost centre

***May’05 – Mar’08: Cambridge & Diners Industries-Pakistan as Manager - Retail Operations***

**Role:**

**Retail Operations Manager-Cambridge-Pakistan**

* Looked after cities/regions &opening retail stores in Cambridge Brand & also in Diners Brand opening of multiple retail stores
* Coordinated with wholesaler & dealers for the same above brands plus converting the same business from dealer to franchise &company owned operated stores
* Accountable for:
* Minimizing inventory, mark down & stock out costs yet increasing service levels in all assigned stores
* Increasing control over inventory & finances through use of technology & better human resources management
* Ensuring that staff issues & grievances’ were handled in time in coordination with GM Retail & COO, visiting stores on regular basis, stock taking across locations & warehouse
* Handled staff training as well as personal grooming as well as visual merchandising of all the assigned stores
* Assured effective communication with maximum productivity of staff forecasting,warehousing,transport,stocks outs,markdowns,category management & competition.

**PREVIOUS EXPERIENCE**

***Nov’00 – May’05: Levis & Dockers (High Noon Textiles)-Pakistan as Store Manager***

**Role:**

**As Store Manager-Levis & Dockers-Pakistan**

* Responsible for Store Stocks Management & Ordering.
* Maintain visual standards as per Levis & Dockers guidelines.
* Train& develop Store retail team &responsible for Profit & Loss for the store.
* Engage customers & provide best customer service with the store team.
* Manage overall store & driving commercial aspect of the store.
* Highly involve in trainings & commitment to deliver to customers & in house store team.

***Dec’94 – Feb’00: Native Electronics-Kadam Designers Shoes & Bags-Pakistan as Sales Advisor***

**PROFESSIONAL ENHANCEMENTS**

* Business Acumen & Analytics – Landmark Group in 2016-KSA
* Leadership & Employee Engagement Workshop-Dr Marshall Goldsmith-Dubai 2015
* Leadership Development Program – Landmark Group in 2014-Dubai
* Retail Management Bundle-Landmark Group in 2010-Dubai
* Magic in Customer Service – Lahore Chamber of Commerce & Industries in 2007
* Challenges in Retailing – Lahore University of Management Sciences in 2005
* Retail Sales Training – Levis & Dockers in 2004
* Visual Merchandising – Levis & Dockers in 2004

**EDUCATION**

* MBA (Marketing) from Preston University, Pakistan in 2005

**TECHNICAL SKILLS**

* Well versed with MSOffice (Word, Excel, PowerPoint) and Internet Applications

**PERSONAL DETAILS**

Date of Birth:9th April 1975

Language Known: English, Urdu. Arabic & Hindi

Salary: Negotiable

Visa Status: Visit Visa (Ready to join immediately)