|  |  |
| --- | --- |
| **ALEXANDER**  [Alexander-394511@2freemail.com](mailto:Alexander-394511@2freemail.com) | |
| core24x24iconsKey Skills   |  | | --- | | Store/ Brand Management | |  | | Retail Operations Management | |  | | Budgeting & Forecasting | |  | | Sales &Marketing / Business Development | |  | | Market &TrendsAnalysis | |  | | Customer Retention & Revenue Maximization | |  | | Pricing & Promotions | |  | | Supply Chain / Logistics/ Distribution Management | |  | | Team Building & Leadership | |  | | Performance-driven Professional, talented in synergizing business and operations towards building brands in a **multi-cultural environment**  Targeting assignments in **Retail Operations/ Retail Sales** and **Brand Management** with an organization of repute preferably in African/ Gulf/ European countries |
| knowledge24x24iconsProfile Summary |
| * Versatile Professional offering **nearly 26years** of experience in **Retail & Sales Operations,** and **Brand &Customer Relationship Management** with a verifiable record of building strong relationships and achieving customer satisfaction in competitive markets * Excellence in managing **retail operations** entailing customer facilitation, stock management, maintaining minimum balance quantity of each product, undertaking necessary indenting on stock count, as well as managing **merchandising mix** * Exposure in **managing team & accounts** and meeting / growth, customer segmentation, product positioning, sales cycle/ brand management and client exceeding targets relating to revenue retention & acquisition * Expertise in conducting **industry & market/ trends analysis**, developing and implementing growth strategies and sales development plans thereby identifying commercial drivers to assist **business planning** and **brand communication** for products / services * Pivotal in the **launch of 7 stores in Egypt** as per schedule * Consistently delivered **customer retention strategies & promotional plans** and contributed towards **enhancing business volumes & growth** and achieved profitability norms to scale-up market share and maximize revenue * Outstanding communication & leadership skills, known for establishing and sustaining valued networks and creating strategic alliances |
| career24x24iconsTimeline | |
| as Country Head, Egypt –Cairo  MM’09 – MM’16  Nov’97 – Apr’99  as Area Manager– Riyadh, KSA  Mar’95 – Oct’97  Jan’93 – Feb’95  B.Com. + MCom.  Since 2016  1991 & 1995  Retail Area Manager, KSA - Jeddah  as Sales Executive  as Area Manager | |
| edu24x24iconsEducation  edu24x24iconsSelected Achievements | * M.Com. from Saurashtra University, Gujarat, India in 1995 * B.Com. from Sardar Patel University, Gujarat, India in 1991 * Led the operations from scratch to a multi-million turnover annually * Successfully launched Babyshop brand in the Egypt * Recognized & appreciated by * Territory Heads for the passion, commitment & creative thinking in launching the store and bringing new ideas on board * GM Territory for overachieving the targets consistently for the store managed * Minimized 5% staff costs and warehouse costs by 4.5% * Successfully achieved 100% of budgets and targets in challenging environment * Peculiarity of coordinating buying, promotions with local suppliers like Avent, Graco, Chicco, Fisher Price, Mattel in Egypt * Acknowledged as member of the team which developed internal staff development programme for Future Managers (TMP) * Showcased excellence in turning around a store in terms of business * Spearheaded the company’s biggest store in Riyadh, Abdullah Street * Successfully managed all the big shops of the company in prime malls and stand alone in Riyadh * Developed maximum number of managers inside the system from sales staff in span of 3 years * Established the new store In Abha, KSA |
| exp24x24iconsWork Experience | **Growth Path/ Deputations:**  1997 – 1999: Area Manager– Riyadh, KSA  1999 – 2016: Country Head, Egypt –Cairo  2016 – Present: Retail Area Manager, KSA - Jeddah  **Key Result Areas:**   * Exploring potential business avenues & managing retail & store operations for achieving the business targets; initiating market development efforts and increasing business growth * Administering business and P/L operations of the group * Analyzing latest marketing trends & tracking competitors’ activities and providing valuable inputs for fine-tuning marketing strategies; determining market opportunities for brand expansion * Formulating & implementing budget and plans for retail operations; nurturing long-term customer relationships and mentoring the team to practice the same * Managing the product pricing, promotions, monitoring seasonal sell through, product launches,markdowns and tie-up with malls * Creating periodic financial & sales reports to identify trends and ensuring stores are on the correct growth curve; determining appropriate staffing levels and identifying ideal marketing expenditures * Enhanced customer shopping experience by educating them on usage of devices/ applications and digital assets * Monitoring inventory levels to determine the need for stock supply at each retail outlet; directing and supervising retail staff across several retail outlets to ensure they meet set objectives * Interfacing with Store Managers and other retail staff to communicate relevant information; preparing necessary reports by collecting and analyzing information * Identifying and evaluating improvement areas & implementing measures to maximize customer satisfaction levels * Delivering high quality services, resulting in customer delight and optimum resource utilization for maximum service quality; driving and leading the team to achieve targets and goal sheets given by the company   **Highlights:**   * Developed business models and strategy for start-ups, roll-outs and scale-ups * Implemented sales promotion plans & new store concepts to generate sales for achievement of targets; coordinated the in-store promotional activities for new releases & special products * Conceptualised visual merchandising displays, windows & design of retail outlets for maintenance of a high-end store image * Planned infrastructure/facilities, renovation, development and expansion in stores & sustained profitable operations with focus on marketing * Structured & implemented monthly trade schemes as per market demand to boost sales trend & buying pattern; designed and executed marketing events for increasing sales * Maximized the sales by changing the retail operations (warehousing &store operations) * Successfully opened 6 new stores in a new mall   ***As Sales Executive from Mar’95 – Oct’97***  ***as Area Manager from Jan’93 – Feb’95***  **Date of Birth:** 13thFebruary 1969 **Languages Known:** English, Hindi, Konkani, Gujarati & Arabic (Basic)  **Nationality:** Indian  **Passport Details:** T4611453 ( Valid till Feb 2029)  **Marital Status:** Married  **No. of Dependents:** 2  **Driving License:**  Valid driver’s licence – India, Egypt & KSA |
| **Nov’97 - Present**  exp24x24iconsPrevious Experience  personaldetails24x24iconsPersonal Details |