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| **ALEXANDER**  Alexander-394511@2freemail.com |
| core24x24iconsKey Skills

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| Store/ Brand Management |
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| Retail Operations Management |
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| Budgeting & Forecasting |
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| Sales &Marketing / Business Development |
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| Market &TrendsAnalysis  |
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| Customer Retention & Revenue Maximization |
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| Pricing & Promotions |
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| Supply Chain / Logistics/ Distribution Management |
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| Team Building & Leadership |
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 | 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
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| career24x24iconsTimeline |
|  as Country Head, Egypt –CairoMM’09 – MM’16Nov’97 – Apr’99 as Area Manager– Riyadh, KSAMar’95 – Oct’97Jan’93 – Feb’95B.Com. + MCom.Since 20161991 & 1995Retail Area Manager, KSA - Jeddahas Sales Executiveas Area Manager |
| edu24x24iconsEducationedu24x24iconsSelected 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
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| exp24x24iconsWork Experience | **Growth Path/ Deputations:**1997 – 1999: Area Manager– Riyadh, KSA1999 – 2016: Country Head, Egypt –Cairo2016 – 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 Experiencepersonaldetails24x24iconsPersonal Details |