



LUKYAMUZI ABDU NASSER

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Objective

Effective merchandiser with 5+ years of experience. Skilled in store display design and setup. Seeking to raise sales for Shelf Solutions Outsourcing Group's clients. At Retail Optimization Strategies, created 30+ planograms for retail displays, exceeding sales targets by 21% per year. Drove successful merchandising activities for 10 client stores.

Experience

• Mega Stranded Supermarket

Retail merchandiser

- Develop and implement merchandising strategies to enhance product visibility and sales.
- - Analyze sales reports and market trends to optimize product assortment and placement.
- - Collaborate with marketing and sales teams to design promotional materials and in-store displays.
- - Maintain inventory levels and manage stock replenishment to prevent overstock and stockouts.
- - Train and mentor junior merchandisers on best practices and company standards.
- - Achieved a 15% increase in sales through effective merchandising
- - Created visually appealing displays that aligned with seasonal themes and promotions.
- - Coordinated with suppliers and vendors to ensure timely delivery of merchandise.
- - Conducted regular store audits to maintain display standards and product presentation.
- - Utilized planograms to maintain consistent product layout across all store locations.
- - Assisted in the planning and execution of annual inventory counts.
- - Improved inventory turnover rate by 10% through strategic product placement.
- - Supported the merchandising team in setting up product displays and promotional events.
- - Monitored competitor activities and market trends to identify new merchandising opportunities.
- - Assisted in the preparation of sales reports and inventory data analysis.
- - Provided excellent customer service by addressing inquiries and offering product recommendations.
- - Helped achieve a 5% increase in customer satisfaction through effective merchandising .
- Merchandising of products at over 10 stores across Kampala central locations.
- Providing training to deli managers and deli employees on ordering, stocking, organizing and on operational issues including proper promotion through the display, sample, customer service and case management of all deli products
- Supporting deli managers to consistently show growth in sales numbers across the territory.
- Recognized by the management for exceeding expectations and representing the company at the highest level.
- Often requested by the management to be present at their store openings across the country.
- Maintaining a close friend, professional relationship with store employees.
- Inspecting and counting items received and check them against invoices or other documents, recording shortages and rejecting damaged goods.
- Providing information by reporting growth, expansion, or closing of supermarkets in assigned territory.
- Produces store sales by providing point-of-purchase and shelf management services.
- Determines call schedule by reviewing priorities with supervisor and discussing special instructions, product promotions, new products, and price changes.
- Maintains customer relationships by visiting with store managers, department managers, and employees.
- Answers questions, responding to special requests, and describes product features.
- Maintains store shelves by observing displays of company products, removing damaged or freshness-dated products, tidying store shelves, and providing optimum display of products.
- Maintains inventory by restocking shelves with product from inventory, observing inventory levels, prompting store management to reorder when levels appear low, and arranging for return and credit for damaged products.
- Completes call report by observing display and pricing of competitors' products.
- Helps field sales representatives with special promotions by setting-up displays at aisle ends, checking daily on special promotions, observing customer reaction to special promotions, forwarding observations to management, and removing promotions at end of special promotion period.
- Maintains quality results by following and enforcing standards.
- Enhances merchandising and organization reputation by accepting ownership for accomplishing new and different requests and exploring opportunities to add value to job accomplishments.
- Plan and develop merchandising strategies that balance customers' expectations and company's objectives
- Analyse sales figures, customers reactions and market trends to anticipate product needs and plan product ranges/stock
- Collaborate with buyers, suppliers, distributors and analysts to negotiate prices, quantities and time-scales
- Maximise customer interest and sales levels by displaying products appropriately
- Produce layout plans for stores and maintain store shelves and inventory
- Forecast profits/sales and plan budgets
- Monitor stock movement and consider markdowns, promotions, price changes, clear outs etc
- Build constructive customer relationships and team with channel partners to build pipeline and close deals
- Remain up to date with industry's best practices

Education

- Makerere High school

Skills

- Decision making skills
- Commercial awareness
- Analytical skills
- Displays
- Product Promotions
- Tracking inventory
- Sales Targets audience and analysis
- Customer relationships management
- Managing budgets
- Inventory levels
- Marketing
- Stocking
- Merchandising strategies
- Retail math
- Driving licence
- Presentation
- Merchandising
- FIFO and LIFO follow up
- Team Collaboration
- Supplier Negotiation
- Market Trend Analysis
- Panogram Development
- Software Proficiency

Achievements & Awards

- SALES TARGETS With PROFESSIONAL LAYOUT This helped me in implementing promotions campaigns into different stores whereby I received salary increase
- FIFO STRATEGIE FOLLOW-UP This helped me with Expirely check ups with zero complains

Languages

- English