ASLAM KHAN

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**MULTINATIONAL SALES, MARKETING & BUSINESS DEVELOPMENT**



**Specialized in: Creating Clint Solutions, Developing Corporate Strategies and Building High-Performance Sales Team**



**Competencies**

⬩Business Development ⬩ Sales & Business Operations ⬩ Strategic & Market Planning ⬩ Team Management ⬩ Inventory Control ⬩ Loss Prevention ⬩ Relationship Management ⬩ Revenue Maximization ⬩ Market Intelligence 🞟 Quality Assurance 🞟 Brand Development 🞟 Vendor Management 🞟 HR Policies 🞟 Performance Management 🞟 Procurement🞟 Market Research 🞟 Marketing Strategy 🞟 Team Building 🞟 Customer Service Visual merchandising ⬩ NSO ⬩ MBO ⬩ Ecommerce



**About**

Extensive Experienced Executive who has managed both struggling and growth brands. Multimillion dollar P&L responsibility and a strong track record in Retail Store Operations, New Store Set-up, Strategy Execution and Management.

⬩ Excellent leadership credentials and a proven track record in business management, operations, strategic development and financial planning in an international environment.

⬩ Highly motivated team leader with ability to motivate others. Excellent personnel/business contact development skills.



**EXPERIENCE**

**Area Manager - Vishal Mega Mart Feb. 2023**

Vishal mega mart is India’s leading fashion led hypermarket with 560+stores spread across India. Vishal Mega Mart’s mission is to make aspirations affordable for all its customers by providing shoppers with a wide range of latest Fashion, General Merchandise and Grocery needs. Vishal’s customers love its unique combination of great quality and amazing price.

Vishal also delivers excellent quality product in fashion, food & grocery and general merchandise at great value through its exclusive brands available only at vishal.

* Designs and recommends sales programs and sets short- and long-term sales strategies.
* Implementation of company SOPs and maintaining the VM as per the category norms.
* Evaluates and implements appropriate new sales techniques to increase the region's sales volume.
* Recommend product or service enhancements to improve customer satisfaction and sales potential.
* Familiar with a variety of the field's concepts, practices, and procedures.
* Relies on experience and judgment to plan and accomplish goals.
* Leads and directs the workforce.
* Formulate and execute new sales oriented schemes to escalate sales and occupy higher shelf shares.
* Establishing healthy business relations with clients & external associates for securing repeat business & long term customer loyalty and working towards solving their queries and complaints efficiently.
* **Ecommerce**.

**Cluster Manager - Reliance Trends Nov. 2019-Jan 2023**

Trends is India’s largest fashion retail chain across India. Trends offers stylish, high-quality products across Womenswear, Menswear, Kidswear and fashion accessories through a diversified portfolio of own brands, national and international brands

The uniqueness of the store is the core, which delivers "fashion at great value". Each Trends store is designed to offer a unique shopping experience for the entire family through wide aisles, coordinated displays and highly trained fashion professionals offering best in class customer assistance.`

* Manages multiple districts within a region and adjusts sales goals and procedures as appropriate for each district.
* Designs and recommends sales programs and sets short- and long-term sales strategies.
* Implementation of company SOPs and maintaining the VM as per the category norms.
* Evaluates and implements appropriate new sales techniques to increase the region's sales volume.
* Recommend product or service enhancements to improve customer satisfaction and sales potential.
* Familiar with a variety of the field's concepts, practices, and procedures.
* Relies on experience and judgment to plan and accomplish goals.
* Leads and directs the workforce.
* Developing and enhancing business for the organization, identify business opportunities/revenue models and generating business plans to achieve the same and locate potential clients in targeted segments to secure profitable business.
* Formulate and execute new sales oriented schemes to escalate sales and occupy higher shelf shares.
* Establishing healthy business relations with clients & external associates for securing repeat business & long term customer loyalty and working towards solving their queries and complaints efficiently.

**Corporate Sales Manager -Sharaf DG Bahrain Nov 17- Jul. 2019**

Sharaf DG, a biggest distributer and retailer of Entertainment & Consumer Electronics/Appliances/Durable in Bahrain with best value and trusted service. Sharaf DG offers a whole new concept in electronics.

* Actively involved in business planning & analysis to assess revenue potential in allocated areas.
* Monitored competitors’ strategy to build counter-strategies and increase company’s market share by assessing marketing opportunities & target markets as well as potential customers.
* Planned and conceptualized various strategies to achieve business goals aimed towards the growth in business volumes as well as profitability while analyzing cost effectiveness and competitor’s strategies and proceedings.
* Strategy planning for enhancing brand image, acceptability and positioning, resulting in increased sales and consistent growth in business opportunities.
* Devised ways for profitability and formulating business development plans for the company; set up all processes related to product management & created roadmap for the products.
* Strategized for product positioning & brand management by developing strong relationships with decision makers.
* Made significant value additions to the company by driving new projects and new opportunities leading to notable growth in business and revenue. Analyzed, developed and implemented strategic business plans & policies, ensured organizational growth, targeted maximum profitability & cost effectiveness
* Responsible for managing collections, stock, liquidation plan.
* Facilitated team approach to achieve objectives, increased productivity & develop employee morale.
* **B2B** - where more 100+ corporate account and Ministries being served on the regular bases.
* **SIS** - Bahrain National Guard, Bahrain Defense Force, Ministry of Interior, Al Haram and Ramez Hyper Market.
* **Ecommerce**.
* **Viva Telecom, Zain Telecom and Batelco –** Business Partner

**Store Manager – Resal Food Comp. Riyadh – KSA Feb 15 – Nov 17**

Team Size: 35 Sales Staff

Resal Food Company is one of KSA’s leading and most respected business conglomerates in Super Market and Restaurants. Their new concept candylawa is one of the largest integrated Candy Store in the world.

Candylawa, a world of sweet, colors & endless flowers, where the journey for sweet tooth’s lovers ends in harmony in a way never seen before

Designed for all ages, Candylawa provides a unique and highly enjoyable shopping experience with ten concepts under one roof. It specializes in Candies, Chocolates, Gift wrapping, Cakes, Marshmallows, Frozen Yogurts, Gelatos, Milkshakes, Gourmet Popcorns, Handmade sugar candies, Café, Art Lounge, Apparels & Accessories.

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**Store Manager – Reliance Timeout, Mysore Oct 11 – Feb 15**

Team Size: 35 Sales Staff

* Directed, guided & motivate the team while setting performance parameters, deadlines, and work delegation for team.
* Work directly with designers, developers, product directors on specification process technical issues’, supply chain management and forecasting.
* Develop and maintain top to top relationship with key customers.
* Provide appropriate support for the development & execution of top opportunities
* Solely responsible for handling stock fill operations to ensure display of procured stock. Conceptualized and implemented Window and in-store display to promote product and service.
* Cash handling, stock purchase, making daily and monthly report, stock taking and liquidation plan.

**Sales Manager – Viva Entertainment, Doha Qatar May 2007 - Sept 2010**

Team Size: 8 Sales Staff

Viva Entertainment is one of the largest manufacturer and distributor of - Entertainment, Gamming, Accessories and Toys in the Middle East.

**Store Supervisor – Spinneys Dubai LLC Dec 2002 - May 2007**

Spinneys is an Arabian multinational premium class supermarket chain active in the United Arab Emirates, Egypt, Qatar, Lebanon and Oman.

**EDUCATIONAL CREDENTIALS**



* **Post Graduate (English) 2001**

Agra University

* **M.B.A. (Marketing Management) 2011**

JNRV University, Rajasthan

* **Diploma in Computer Applications 1999**

Uptron ACL,



**DOB:** 15.07.1976

**DL- Bahrain: No. 760763291** (Exp. 06.01.23)