

# B | K BINEESH KOLANGARA

SALES EXECUTIVE & MERCHANDISER WITH 12YR SALES EXP IN DUBAI & ABUDHABI MARKET



ABUDHABI, UAE



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## ABOUT ME

I am a highly skilled and results-driven Sales Executive and Merchandiser with over 12 years of experience working in the dynamic retail markets of Dubai and Abu Dhabi. Throughout my career, I have consistently demonstrated a strong ability to drive sales, enhance brand visibility, and deliver outstanding customer experiences. My expertise spans sales strategy, product merchandising, inventory management, and market analysis, enabling me to build strong relationships with clients, stakeholders, and teams.



## WORK EXPERIENCE

### SALES CUM MERCHANDISER

**AL KHAYYAT INVESTMENT LLC, DUBAI, UAE**

**MAY 2016- PRESENT**

AKI is operates through diverse operations with six autonomous business units- Retail, Consumer, Contracting, Healthcare, Strategic Investments & Automotive. AKI's Retail Division is comprised of Health & Beauty, Fashion & Lifestyle and Food & Beverage.

#### ***Retail outlets Handled:***

LULU HYPERMARKET  
CARREFOUR  
ABUDHABI COOP  
K.M TRADING

#### ***Sections Handled:***

House ware, Home appliance & FMCG

### MERCHANDISER

**PULSE ELECTRONICS L.L.C, Dubai, UAE.**

**Oct 2012 - Mar 2016**

#### ***Brands & Items Handled:***

Wahl Beauty Care, Solar Products and Omega TV Wall brackets, Car Accessories, Batteries.

#### ***Retail outlets Handled:***

Lulu Hypermarket, Dubai, ABU DHABI, UAE.  
Emax Electronics, Dubai, UAE.  
Carrefour ,Dubai, UAE

## SKILLS

- Client Relationship Management
- Negotiation Persuasion
- Sales Reorting&analysis
- Customer Service &Support
- Product Placement&visual Merchandising
- Inventoery Management
- Price Strategy&promotion
- Sales Forecating
- MS Office

## LANGUAGES

- ENGLISH
- HINDI
- MALAYALAM
- TAMIL

## PERSONAL DETAILS

**Date Of Birth**  
31/05/1984

**Nationality**  
Indian

**Visa Status**  
Employment Visa

**Marital Status**  
Married

## DRIVING LICENCE

Uae Light Vehicle

## EDUCATION

BA - PERIYAR UNIVERSITY

## REFERENCE

Available upon request

## DECLARATION

I hereby declare that the information provided above is true and accurate to the best of my knowledge and belief.

**Bineesh Kolangara**

## DUTIES AND RESPONSIBILITIES

Generate and qualify leads to drive sales.  
Build and maintain relationships with clients.  
Conduct sales presentations and close deals.  
Achieve sales targets and contribute to business growth.  
Provide after-sales support to ensure customer satisfaction.  
Maintain accurate records of sales activities and customer interactions.  
This concise format highlights the key duties in a clear and efficient manner. Plan and coordinate product displays to maximize sales.  
Monitor inventory levels and restock products as needed.  
Analyze sales trends and adjust product placement accordingly.  
Collaborate with suppliers and vendors to ensure timely product availability.  
Ensure products meet quality standards and are priced appropriately.

## ACHIEVEMENTS

**April 2015 –Pulse Electronics-  
BEST EMPLOYEE OF THE MONTH**

**AKI -  
SALES TARGET ACHIEVER IN THE YEAR 2017  
PROMOTED AS SALES CUM MERCHANDISER, APR 2021**

**AUG 2023-  
LULUSTAR OF THE MONTH- FOR CUSTOMER  
APPRECIATION**