

# MUHAMMAD MUJTABA BARI

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## PROFESSIONAL SUMMARY

Accomplished Retail Operations and Channel Development Manager with 12 years of experience in driving sales growth, optimizing inventory management, and streamlining supply chain operations across regional markets. Proven ability to increase sales by 20%, reduce inventory holding costs by 18%, and successfully launch e-commerce platforms that boosted revenue by 40%. Expertise in managing multi-store operations, vendor relationships, and cross-functional teams to achieve KPIs and improve customer satisfaction. Proficient in retail ERP systems (SAP, Oracle), sales forecasting, and financial analysis. Adept at process improvement, budget management, and regulatory compliance in fast-paced retail environments.

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## TECHNICAL SKILLS

Multistore Management and Multi-Channel Retailing  
Supply Chain and Logistics Optimization  
E-Commerce Operations Management  
Budgeting and Financial Analysis  
Inventory Control and Warehouse Management  
Sales Forecasting and Analysis  
Customer Relationship Management (CRM)  
Vendor and Supplier Relations  
Process Improvement  
Profit & Loss Management  
Retail ERP System (SAP + Oracle)  
Point of Sale (POS) Systems  
Return and Reverse Logistics  
Category Management and Growth  
Private Label and Sourcing  
Market Analysis and Consumer Insight  
Fulfilment and Last mile Operations  
Microsoft Excel

## SOFT SKILLS

Team Leadership and Development  
Cross Functional Collaboration  
Customer Services  
Time Management and Prioritization  
Negotiation  
Conflict Resolution  
Problem Solving  
Mentoring and Coaching  
Adaptability and Flexibility  
Effective Communication  
Attention to Detail  
Training and Development  
Decision Making

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## WORK EXPERIENCE

### Facility Manager | Ayla Vacation Homes Rental CO. L.L.C

United Arab Emirates | Dec 2023 – Present

- Managed the overall operations of residential facilities, ensuring compliance with UAE health and safety regulations.
- Directed equipment installation, maintenance, and repair processes, improving facility efficiency.
- Coordinated with external vendors and contractors to ensure timely and quality service delivery.
- Analysed financial performance, optimized operational costs, and increased ROI through efficient facility management.

### Department Head, Non-Food | MAF Carrefour

Pakistan | Aug 2022 – Nov 2023

- Spearheaded the non-food retail operations across multiple outlets, managing procurement, inventory, and merchandising. Driving a 12% improvement in inventory turnover and achieving sales target.
- Collaborated with MAF Head office, UAE for cross-border inventory management and stock optimization.
- Led initiatives to improve operational KPIs, including reducing shrinkage and enhancing stock availability.
- Delivered on sales targets and managed budgeting to align with financial goals.

### Operations Manager, E-Commerce (Fulfilment and Last mile) | MAF Carrefour

Pakistan | Feb 2021 – Aug 2022

- Optimized e-commerce operations, managing the fulfilment and last-mile delivery processes across multiple locations.
- Increased profitability by enhancing process efficiencies and reducing operational bottlenecks.
- Developed and managed relationships with local and regional suppliers, ensuring timely inventory replenishment.
- Played a key role in enhancing customer satisfaction by optimizing delivery timelines and ensuring accurate order fulfilment.

## Department Manager - Food | Metro Cash & Carry - (Wholesalers)

Pakistan | Jun 2017 – Jan 2021

- Managed food category operations, revamping inventory protocols to reduce processing times and increase sales by 20%.
- Worked closely with cross-functional teams to execute **strategic sales plans**, aligning with market trends and seasonal demands.
- Monitored and ensured compliance with **import and food safety standards** for shipments.

## Assistant Store Manager | Sapphire Retail Limited - (Apparel Group)

Pakistan | Feb 2016 – May 2017

- **Lead a team of 63** staff members in daily retail operations, ensuring a seamless customer experience.
- Managed store setup, including visual merchandising, inventory control.
- Drove sales by implementing customer-centric strategies and training staff on sales techniques.

## Business Development Manager | Samsung Electronics

Pakistan | Aug 2012 – Feb 2016

- Directed retail channel operations for Samsung Handheld Products across central Pakistan.
- Implemented strategic planning to enhance distribution channels, working with **regional partners**.
- Delivered sales training to improve product knowledge and sales effectiveness across retail outlets.
- Developed and executed quarterly planning and development strategies to enhance market share across the Central Region, conducted Sales analysis to evaluate market Share.

## Internship Student | Cotton Web Private Limited (Denim Production)

Pakistan | Aug 2010 – Nov 2010

- Participated in workshops and presentations to acquire knowledge and insights relevant to project development, designed and developed workflow processes to streamline operations and enhance productivity.
- Enhanced production efficiency by performing statistical analysis and implementing data-driven improvements.

## Internship Student | Askari Bank Private Limited

Pakistan | July 2011 – Aug 2011

- Assisted in day-to-day banking operations, including account management, customer service, and transaction processing.

## Internship | McDonald's

Pakistan | Aug 2009 – Sep 2009

- Completed an internship at McDonald's, acquiring practical experience in customer service, team coordination, and operational procedure.

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## EDUCATION

- **Master of Business Administration (MBA) – Specialized in Marketing and Supply Chain Management**  
University of Management & Technology, Lahore, Pakistan | Sep 2013 – Mar 2015
- **Bachelor of Business Administration (BBA) – Specialized in Business Administration and Management**  
University of Management & Technology, Lahore, Pakistan | Sep 2009 – Feb 2013

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## CERTIFICATIONS

- **Retail Selling Skills** – Institute of Retail Studies (IRS) – May 2016

## KEY ACHIEVEMENTS

- Achieved a **20% sales increase** through improved inventory management and procurement processes.
  - Reduced inventory holding **costs by 18%** through better demand forecasting and inventory control.
  - Successfully launched the e-commerce platform in two new Cities, resulting in a **40% increase in sales**.
  - Reduced operational **costs by 20%** by optimizing logistics and renegotiating with third-party providers.
  - Expanded the store network by **15 locations** in two years, contributing to a **30% boost** in regional sales.
  - Reduced employee **turnover by 12%** by implementing retention programs, resulting in improved team performance and stability.
  - Reduced **shrinkage by 7%, annually** through enhanced loss prevention measures across Stores.
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