



Hemant Parani

PROFESSIONAL SUMMARY

Results-driven Sales Supervisor with expertise in managing sales operations for hypermarkets, supermarkets, and retail stores across the UAE. Skilled in team leadership, client relationship management, merchandising, and revenue growth strategies. Proven ability to analyze market trends, optimize sales performance, and secure prime product placements to enhance brand visibility and profitability.

WORK HISTORY

Sales Supervisor (Food/Garments/Household)

Lals Group – Dubai UAE

Jan 2024 to till date

- Oversaw and managed relationships with existing and new clients for hypermarkets, supermarkets, and 1-to-10 stores across the UAE, ensuring customer satisfaction and long-term partnerships.
- Supervised and guided a team of merchandisers and sales executives, ensuring optimal performance and alignment with sales objectives.
- Strategically increased revenue by identifying growth opportunities and optimizing sales strategies for hypermarkets and supermarkets.
- Designed and implemented commission structures for merchandisers and sales executives based on their sales performance, motivating the team and boosting productivity.
- Regularly analyzed market trends to identify customer preferences and introduce new products to hypermarkets and supermarkets, staying ahead of competitors.
- Directed merchandising operations for hypermarkets, ensuring proper product placement, inventory management, and adherence to brand guidelines.
- Allocated sales territories to executives, monitored their performance, and ensured achievement of individual and team sales targets.
- Conducted regular follow-ups with sales executives to track customer. Engagement and ensure high sales conversion rates.
- Collaborated with clients and merchandisers to secure prime product placement in hypermarkets, enhancing visibility and boosting sales.
- Prepared detailed sales reports, including performance metrics and revenue analysis, for management review and strategic planning.
- Accurately calculated and disbursed commissions for food, garments, and other product categories, maintaining transparency and accountability.
- Successfully listed products in hypermarkets and supermarkets, ensuring wider market reach and increased sales.
- Built strong relationships with merchandise managers, securing prime display positions for key food items to maximize visibility and revenue.
- Strategically optimized product placement and promotions, leading to a significant boost in sales performance and profitability.

Key Accomplishments at Lals Group:

- Recognized by management for outstanding performance, dedication, and contribution to company growth.
- Played a key role in boosting food item sales, which became a major revenue driver for the company.
- Developed and implemented effective sales strategies for food items, maximizing profitability and strengthening the company's market position.

CONTACT

Phone :- +971 55 869 2762

Email :- hemuparani@gmail.com

Address :- Bur Dubai UAE.

SKILLS

- Sales & Business Development
- Team Leadership & Training
- Merchandising & Shelf Placement
- Client Relationship Management
- Market Research & Competitive Analysis
- Inventory & Stock Management
- Sales Performance Reporting
- Hypermarket & Supermarket Sales

COMPUTER SKILLS

- Advanced Excel
- Microsoft Works

ABOUT ME

- Date of Birth : 4th May 1987
- Nationality : Indian
- Gender : Male
- Civil Status : Married
- Languages : English, Hindi, Arabic
- Visa Status : Employment

EDUCATION

- High School : 2005
- Inter School : 2007
- B.Com : 2010

Sales Executive- (Garments/Household &Toys)
Al Maya Group - Dubai, UAE.

Jan 2014 to Dec 2023

- Successfully identified and acquired new customers across the UAE, focusing on hypermarkets and supermarkets in Dubai, Ajman, Ras Al Khaimah, Fujairah, and Umm Al Quwain.
- Developed customer accounts for new hypermarkets by assessing their size and requirements, fixing appropriate credit limits, and finalizing payment terms.
- Approached potential clients, offering tailored garment solutions to meet their specific needs, and built strong relationships to foster customer loyalty.
- Coordinated with clients to ensure timely delivery of goods while managing payment terms and ensuring revenue generation.
- Consistently met sales targets by expanding the customer base, negotiating favorable terms, and providing exceptional service.
- Monitored market trends and customer feedback to propose new garment items and increase sales opportunities.
- Managed customer accounts efficiently, ensuring accurate order processing and maintaining financial records for payments and receivables.
- Contributed to overall business growth by providing exceptional service and strategically expanding into new markets.

Key Accomplishments at Al Maya Group:

- Awarded Best Performer in 2018, 2021, and 2022 for achieving the highest revenue growth in the sales department.
- Successfully led the sales team in the absence of the Sales Supervisor, ensuring seamless operations and target achievement.
- Recognized by the Director for exceptional leadership, revenue contribution, and dedication to the company's success.

Shop In charge & Operation Executive
UPF International LLC Dubai UAE
Whole Sales & Retails Store

Jan 2011 to Dec 2014

- Oversaw day-to-day operations of the shop, ensuring smooth functioning and adherence to company policies.
- Managed a team of shop staff, including attendance tracking, task delegation, and performance monitoring.
- Handled stock requirements by coordinating with the warehouse and ensuring timely replenishment.
- Developed and maintained customer relationships, bringing in new clients and fostering repeat business in the Deira Murshid Bazar area.
- Ensured high levels of customer satisfaction through excellent service and quick resolution of issues.
- Managed shop sales, collections, and prepared daily/weekly reports for senior management review.
- Implemented strategies to improve sales performance and operational efficiency.
- Preparing Sales Reports & Project Reports for outlet.