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## Mohamed Jamal

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### PROFILE

Results-oriented retail leader with over 19 years of experience in managing C-Store & Supermarket operations, sales, and marketing. Adept at driving revenue growth, optimizing inventory, and enhancing customer experience while ensuring operational excellence.

- **Proven Sales & Profitability Growth** – Skilled in identifying unique market opportunities to increase sales, boost profitability, and maintain competitive pricing strategies.
- **Strategic Leadership & Team Management** – Effective in leading and motivating cross-functional teams to achieve sales targets, enhance productivity, and deliver outstanding customer service.
- **Marketing & Promotions Expertise** – Experienced in conceptualizing and executing high-impact promotional campaigns and sales initiatives to drive footfall and customer engagement.
- **Inventory & Merchandising Optimization** – Ensures optimal stock availability, efficient merchandising, and seamless supply chain management while minimizing wastage and stock discrepancies.
- **Customer-Centric Approach** – Strong interpersonal skills to build lasting relationships with customers, vendors, and stakeholders, ensuring a superior shopping experience.

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### EMPLOYMENT

2017 - till date  
Supermarket Manager  
(NMS Supermarket, Marthandam, Tamil Nadu)

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#### Key Responsibilities:

- **Branch Management and Sales growth:** Oversee daily operations, ensuring smooth functioning to achieve optimal store performance, Develop and execute sales strategies, monitor performance, and identify growth opportunities.
- **Staff Management:** Recruit, train, and motivate staff, conducting regular coaching and performance evaluations to enhance productivity.
- **Vendor Relations and stocks:** Build strong relationships with suppliers, negotiating favorable terms and ensuring timely deliveries. Manage inventory efficiently, and ensure timely deliveries and optimal stock levels.
- **Merchandising and Sales Promotions:** Ensure attractive, well-stocked product displays and effective labeling to boost sales. Plan and execute promotions, particularly during peak seasons, and collaborate with marketing teams on targeted campaigns.
- **Financial Management, Reporting and Analysis:** Manage the branch budget, monitor financial performance, and implement cost-saving measures without compromising customer service. Regularly report on branch performance, analyze data, and develop action plans for improvement.

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Branch Manager (2017 - 2019 April)

## ASWAAQ Supermarket, Dubai)

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A Dubai based Supermarket retailer group FMCG). Key Accountabilities of Ambient Supervisor Role.

### Key Responsibilities:

- **Strategic Leadership & Operations Management** - Oversee all aspects of hypermarket operations, ensuring seamless day-to-day functionality while aligning with company objectives and industry best practices.
- **Sales Growth & Revenue Optimization** - Develop and implement effective sales strategies to maximize revenue, drive profitability, and achieve business targets.
- **Merchandising & Inventory Control** - Ensure optimal stock levels, effective merchandising, and category assortment to enhance the shopping experience and minimize shrinkage.
- **Customer Experience & Service Excellence** - Foster a customer-centric culture by ensuring high service standards, resolving concerns promptly, and enhancing overall satisfaction.
- **Team Leadership & Performance Management** - Train, and develop a high-performing team while conducting performance appraisals and fostering a culture of accountability and growth and effective contribution towards corporate objectives
- **Compliance & Quality Assurance** - Ensure adherence to company policies, health and safety regulations, and local municipality requirements to maintain operational excellence.
- **Financial Oversight & Cost Management** - Monitor budgets, control operational costs, and drive efficiencies to improve overall financial performance.
- **Promotions & Market Competitiveness** - Plan and execute promotional campaigns in collaboration with suppliers to increase footfall, sales, and customer engagement.
- **Stakeholder & Vendor Relations** - Establish and maintain strong relationships with suppliers, vendors, and corporate

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## Convenience Store Branch Manager (1998-2015) (Enoc Service Station & Convenience Stores) Emirates National Oil Company , Dubai

*A Dubai based Petroleum retailers with Convenience stores and car service facilities. Market leader in Convenience stores, with wide range of FMCG / Car care products.with in UAE.*

### Key Responsibilities:

- **Business Planning & Strategy Execution**  
Develop and implement business plans, budgeting strategies, and promotional initiatives to drive growth, profitability,while maintaining and exceed customer expectation.
- **Branch Operations & Leadership**  
Oversee the management of multiple branch locations, ensuring seamless operations while leading and coaching a team of 30+ staff in customer service, merchandising, and sales performance.
- **Merchandising & Product Management**  
Plan and execute product buying and merchandising strategies based on store requirements and customer preferences, ensuring optimal product availability and presentation.
- **Inventory & Financial Oversight**  
Monitor inventory accuracy, manage cash handling, and oversee daily financial reporting to maintain operational integrity and prevent stock loss.

- **Sales Performance & Target Achievement**

Drive sales growth by setting and achieving targets while ensuring effective reporting and adherence to company policies and procedures.

- **Market Analysis & Promotional Strategies**

Conduct market research to identify new product opportunities and recommend strategic promotional activities to enhance sales and customer engagement.

### ***Key Achievements***

- Consistently recognized for outstanding sales performance, achieving over 30% growth.
- Acknowledged as a high performer and assigned to multiple branches to enhance systems and procedures.
- Recommended new products and promotions, contributing to a sales increase of over 15%.
- Successfully managed annual sales exceeding 40 million dirhams.

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### **Purchase Executive (1996 – 1998)**

#### **Union Co operative Society, Dubai**

*Leading Co operative Society in Dubai with Hypermarkets and Supermarkets*

- Lead strategic negotiations with suppliers to finalize Business Development Agreements, incorporating key elements such as promotional plans, category growth strategies, and long-term business objectives.
- Conduct thorough supplier evaluations, ensuring alignment with company goals and performance metrics. Regularly manage and report on supplier performance, focusing on target achievement and business development outcomes.
- Oversee the negotiation and onboarding of new Non-Food category products, including Cosmetics and Perfumes, expanding the product portfolio to drive business growth.
- Collaborate with suppliers to develop and implement effective promotional plans, ensuring timely execution and alignment with sales goals.
- Perform comprehensive sales evaluations for each supplier, implementing targeted sales development activities to boost performance and market share.
- Manage inventory control processes, establish stock loss prevention protocols, and ensure efficient stock turnover.
- Prepare detailed sales reports, analyzing performance data and presenting insights to senior management for decision-making.

### ***Key Achievements***

- Category sales improvement achieved more than 40 % by category management and inventory
- Promotion impact achieved by suppliers enhances the Promotion support by the supplier added value to overall sales growth.
- Earned recognition for top sales performance

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### **Sales Executive (1993 – 1996)**

#### **Fayaz Trading Est. Dammam, Saudi Arabia**

A Saudi Arabia based FMCG Distribution Company

- **Sales Achievement:** Consistently exceeded sales targets, aligning with marketing budgets, and providing marketing support and product training to boost team performance and customer satisfaction.

- **Deal Closure & Distribution:** Led successful deal closures and managed the logistics for timely product distribution to retail supermarkets in Dammam, ensuring strong partner relationships and market growth.
  - **Market Penetration & Promotion:** Drove product visibility and brand exposure through strategic promotions and sales tactics, increasing product uptake in a competitive market.
  - **Retailer Support & Incentives:** Delivered tailored incentives (discounts, promotions) to retailers, ensuring sales goals and profitability, while adjusting strategies for optimal performance.
  - **Merchandising & Marketing:** Collaborated with principal companies to implement effective merchandising and consumer marketing campaigns, boosting engagement and sales.
  - **Customer Relationship Management:** Built and maintained long-term customer relationships, ensuring quick responses to inquiries and resolving issues to enhance customer experience.
  - **New Business Development:** Identified and pursued new business opportunities, negotiating favorable agreements to expand the customer base and market presence.
  - **Sales Reporting:** Tracked sales progress, adjusted strategies based on performance data, and provided senior management with reports and actionable insights to drive growth.
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### **Key Achievements**

- **Customer Base Expansion:** Increased the customer base by 50% year-over-year through targeted outreach and relationship-building.
  - **Sales Growth:** Achieved a 60% sales increase by implementing tailored promotions, training, and product knowledge initiatives to boost retailer performance.
  - **Category Sales Improvement:** Improved category sales by over 40% through effective inventory control, strategic product placement, and demand forecasting.
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### **EDUCATION**

- **Bachelor of Science** - Madurai Kamaraj University, Tamil Nadu, India
- **DCA** (Diploma in Computer Applications)

### **PERSONAL INFORMATION**

Date of birth : 31-07-1970.

Nationality : Indian.

Religion : Islam

Languages known : English, Tamil, Arabic, Malayalam & Hindi

**VISA STATUS** :Valid Visit Visa

**DRIVING LICENSE** : Valid UAE light vehicle driving license

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