

# Abdul Salam Nazeer



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## Retail Management Professional over 26+ Years

### Areas of Expertise

*Retail Marketing*  
*Visual Merchandising*  
*Product Sourcing*  
*Category Planograms*  
*Operations Management*  
*Stock Management*  
*Catman Projects*  
*Data Analysis*  
*Customer Satisfaction*  
*Range Management*  
*Store Audit*  
*Administration*

### Personal Skills

*Deadline lead*  
*Decision Making*  
*Team Player*  
*An Eye for Detail*  
*Time Efficient*  
*Tactful & Articulate*  
*Problem Solving*  
*Administrative Organizing*  
*Integrity*

## Retail Manager



Carrefour Hypermarkets LLC

Dubai - UAE

### PERSONAL SUMMARY

An ambitious, creative, and highly motivated individual with a passion for the retail industry and an uncompromising commitment to quality and outstanding customer service.

With more than 26 years of experience as a Retail Manager within the FMCG department at Majid Al Futtaim Carrefour.

Having a proven track record of maximizing retail sales by providing an enjoyable shopping experience for customers and comprehensive management.

Able to create a unique customer experience by giving them easy access and guidance to the entire store by Category/subcategories.

An 'out-of-the-box thinker' with a proven track record of increasing revenues, streamlining workflow, and creating a teamwork environment to enhance profitability innovatively for the organization.

Achievement-oriented professional with excellent people management skills and an easy ability to manage change.



## Retail



*BDA Negotiations*  
*Local & CWT activations*  
*National Leaflets*  
*Brand management*  
*Retail knowledge*  
*Driving sales*  
*Merchandising*  
*Commercial awareness*  
*Sales maximization*

## Negotiating



*Strong persuasion skills*  
*Cross selling products*  
*Good communicator*  
*Excellent interpersonal skills*  
*Tactful & articulate*  
*Getting a point across*

## CAREER HISTORY

### Head Of Merchandise

July 2022 - Oct 2023

FMCG - Grocery, Carrefour UAE Head Office, Dubai – UAE

- Responsible for managing UAE hypermarkets and supermarkets grocery business. Monitored market trends and to ensure a dynamic and consistent product flow, resulting in increasing sales and profit negotiation with vendors and established marketing partnerships.
- Managing the Negotiations of BDA for UAE and GCC countries, responsible for BDA and non-BDA budget counterpart executions, coordinate with marketing team to improve promotions to compete with competition, ensure to execute CWT counterparts in association with Corp HO team. Launching new concepts. Product sourcing, Marketing and Negotiations. Checking, scrutinizing, and approving the budget spends every month.
- Weekly store visit and competition visit. Monthly and quarterly meetings with distributors to analyze their YTD sales and prepare an action plan if necessary.
- Responsible for Grocery P&L.
- Identify and incorporate relevant trends into the product offering in a brand-appropriate way.
- Ensure change control is well managed and meets business targets.
- Responsible for commercial risk management.

## Growth Mindset



*BDA Negotiations*  
*Local & CWT activations*  
*National Leaflets*  
*Brand management*  
*Retail knowledge*  
*Driving sales*  
*Merchandising*  
*Commercial awareness*  
*Sales maximization*

## Durability



*Strong persuasion skills*  
*Cross selling products*  
*Good communicator*  
*Excellent interpersonal skills*  
*Tactful & articulate*  
*Getting a point across*

## Merchandise Manager

Feb 2012 - June 2022

FMCG – Fresh Poultry & Frozen Products + Beverage, Carrefour UAE Head Office, Dubai – UAE

Responsible for BDA negotiations and managing the day-to-day operation of the store, as well as setting customer service standards, and launching initiatives to hit sales, targets. As well as developing and motivating a team, whilst ensuring everyone adheres to company policies and procedures.

- Driving operational, visual and customer service standards in store.
- Monitoring and reviewing store performance on a regular daily, weekly and monthly basis
- Implementing store compliance and health and safety procedures.
- Maximizing sales through effective merchandising and marketing.
- Deciding on store layouts.
- Monitoring product availability levels throughout the day and replenish stocks to ensure 100% availability.
- Developing business links within the local community.
- Working with the visual team to manage displays within the store.
- Working with the visual team to manage displays within the store.
- Actively monitoring competitor activity.
- Managing the store profit & loss account within budget
- Getting feedback and capturing data from customers.

## Section Manager

Jan 2008 to Jan 2012

FMCG – Grocery  
Carrefour Deira City Centre Dubai, UAE

Responsible for managing the day-to-day operations of the section, as well as, setting proper customer service right through to setting up displays and driving sales. Deputizing in the absence of department heads and doing everything possible to drive the business forward.

## Marketing



*Merchandising*

*Launching promotions*

*Innovations*

*Putting the customer first*

*Market awareness*

*Commercially driven*

*Planning store layouts.*

- Leading, driving , energizing and motivating teams to do better
- Planning and delivering initiatives for market growth
- Providing a safe and secure retail environment for shoppers
- Proposing and implementing promotions and special offers
- Monitoring merchandisers and new employees
- Controlling and maintaining the budgets and expenditure
- Ensuring the store operates effectively in all operational areas such as stock control, admin presentations

## Section Manager

Jan 2002 to Dec 2007

FMCG – DPH

Carrefour Deira City Centre Dubai, UAE

### KEY COMPETENCIES

- Respect and ensure the implementation of the category layout
- Ensure the team is listening to customer and react rapidly to their requirements
- Stay informed about competition activities in the store's catchment's area and take necessary measures
- Respect national concepts application in the department
- Ensure proper stock management (stock value, control out of stock, orders and merchandise deliveries)
- Attend customers when they need support , listen to their requirements and offer solutions
- Negotiate internal promotions with suppliers to enforce the image of discount inside the section
- Spotting sales opportunity and cross merchandising
- Identify financial risk for the section and liaise with the head office for an action plan
- Ensure the financial process in section in term of Financial KPIs, Budget and DOA: secure the term of investment of current operating projects

## Dynamic



*Sales driven*

*Energetic*

*Self-motivated*

*Ambitious*

*Desire to succeed*

*Smart & well presented*

## Section Manager

FMCG – Beverages  
Carrefour Deira City Centre Dubai, UAE

May 2000 to Dec 2001

### Trainings Attended



*50545 – Microsoft Office Excel  
2010 Level 2*

*Negotiation Skills*

*Time Management*

*Performing the role of  
Section Manager*

*Internal Sale by LDT*

#### DUTIES

- Diving and maximizing the sales and profitability of the store to achieve core growth
- Analyzing sales figures and forecasting future sales volumes to maximize profits
- Responding customer complaints and comments
- Attend customers when they need support
- Ensure proper stock management
- Prepare stock inventories
- Making sure stocks levels are maintained
- Managing the section profit and loss within budget
- Negotiate cooler rent and top shelves visibility
- Effectively maintaining stocks levels and ensuring the quality of supplies

## Section Manager

FMCG – OPSS  
Carrefour Deira City Centre Dubai, UAE

Dec 1996 to April 1999

#### DUTIES

- Ensure proper stock management (stock value, control of OOS , orders and merchandise deliveries
- Ensure the team is listening to customer and react rapidly to their requirements
- Manage and control attractive displays
- Ensure proper stock management and organize monthly stock take
- Respect national concepts application within the section
- Monitor sales activities to ensure that customers receive exceptional customer service at all times



*Shopper Centric Category  
Management*

- Negotiate internal promotions with suppliers to enforce the image of discount inside the section
- Identify financial risk for the section and liaise with the head Office for an action plan
- Ensure and follow the application of FIFO
- Monitoring product availability levels throughout the day and replenish stocks to ensure 100% availability
- Monitoring supplier service level
- Ensure 100% stocks availability of import ranges
- Negotiate special offers for long-term and short-term
- Ensure the categories are respected recommended store layout (Planogram)

## ACADEMIC QUALIFICATIONS

**Bachelor of Science from Kerala University 1991 - 1993**

*Duty Manager 1*

## PERSONAL DETAILS

Date of Birth	10 <sup>th</sup> May 1973
Nationality	Indian
Languages Known	English, Hindi, Malayalam
Marital Status	Married
Driving License	Valid UAE Driver's License
Visa Status	Employment

*Customer Care 1*

*Retail Emotional Management*

*Intermediate Food Hygiene  
Training*