



NOORALI SAMNANI

Dubai -UAE

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Summary

- A competent professional with over 10 years of qualitative experience in sales and service Industry. Managed operations of premium Retail stores, Hypermarkets and Supermarket Operations
- Proven ability in maximising efficiency and protecting business integrity by applying retail outlet operations policy and procedures provided by Business Head
- Adept in managing teams to work in sync with the corporate set parameters & motivating them for achieving the organizational goals.
- Possess excellent interpersonal, communication, team building & customer relationship management skills with rich experience in recruitment, training & development of workforce with ability to work in multi-cultural environment
- Dexterous in providing & implementing valuable suggestions for efficiency enhancement in sales promotion, business development and category management.
- Highly analytical & detail oriented in approach with strong to adapt and handle risk operation outside comfort zone

Area of Expertise

Absolutely result – oriented and very motivated person. My factual potency lies in number crunching, people management, follow ups on compliances and ability to work in exigent atmosphere. I believe in leading by example and give credit where it is rightly due. I am an optimist to the core and am on familiar terms with that there is only unvarying factor - CHANGE.

I situate with conviction, that I will always be proficient, cost conscious and devoted in whatever I do. I believe in HOPE, because it is the only POWER that gives a person CONFIDENCE to step out and try.

Union Coop Hypermarkets – Dubai- UAE

September 2020- Present date

DC Operations Replenishment & Logistics - FMCG

- Planning and Implement overall supply chain strategy Inbound & Outbound Logistics
- Implement and maintain warehousing processes, review SOPs, and enforce quality and safety standards.
- Ensure efficient operations aligned with the company's supply chain and warehousing KPIs.
- Foster employee development, engagement, and motivation
- Daily oversight and tracking of inventory levels across multiple branches, including proactive follow up action as necessary including liquidation for short life products
- Managing the overall DC inventory, keeping the buffer stocks to control the price inflation and seasonal demand
- Overseeing the overall the branch replenishment, allocation and distribution process in DC
- Supervise the tracking, reporting, and communicating of carrier and level of service (LOS) compliance and conduct data mining and research to generate accurate data and ensuring weekly and monthly metrics are compiled.
- Maintain quality and safety standards in area of responsibility by ensuring associates are trained on Logistics and company policies
- Reviewing reports generated by automated systems to identify potential problems or bottlenecks in fulfillment processes.
- Correction of errors processes and feedback loops; identifying areas of opportunity to improve service levels; supporting the use of end-to-end costing
- Maintains safety and security of floor area by following all safety compliance procedures; monitoring suppliers in the floor area; and informing seniors for security issues.

- Adopting holistic perspective that considers data, analytics, customer insights, and different parts of the business while making plans and shaping the team's strategy
- Presenting recommendations to address conflicting goals; identifying order exceptions, disruptions, and supply chain constraints that will impact supply chain execution; and developing and coordinating a resolution.
- Coordinating with commercial team for products liquidation or allocation for Promotional & near expiry products.
- Supporting the use of end-to-end costing methodology and lean concepts; providing cost recommendations to reduce process waste; providing opportunities for cost reductions and process efficiencies; and reviewing and analyzing the impact and benefits to internal processes
- Direct distribution center operation to ensure achievement of cost, productivity, accuracy, or timeliness objectives.
- Analyze the financial impact of proposed logistics changes, such as routing, shipping modes, product volumes or mixes, or carriers.
- Liaise with logistic to optimize the service level to stores
- Supervise procurement, to ensure product availability by monitoring planning & delivery plans while maintaining stocks at the right levels, avoiding obsolescence. & ensuring best inventory turnover.
- Review regularly fuel consumption and vehicle utilization management. Based on analysis, plan for increase/decrease of number of vehicles if necessary

Union Coop Hypermarkets – Dubai- UAE

June 2020- September 2020

Branch Incharge – Retail Operations

- Responsible for managing daily operations and planning the use of materials & human resources to achieve marketing goals.
- Achieving budgeted sales by ensuring availability and service levels
- Achieve availability targets by ensuring that ordering procedures are followed and targets are achieved
- Maintaining operating standards by putting all areas under control to maintain standards
- Optimize people productivity by manpower planning and implementation to achieve target and maximum productivity
- Directing and coordinating activities of businesses or department concerned with top management or operation support
- Maintain food safety and hygiene by implementing, monitoring, and conducting training to achieve all targets

Majid Al Futtaim Carrefour – Dubai- UAE

Feb 2018- April 2020

Store Manager – Retail Operations

Reporting to Area Retail Manager

- Ensure the assortment proposed by the merchandising team and selected by the stores is optimal
- Liaise with logistic to optimize the service level to stores
- Ensure the promotion is 100% implemented in store
- Analyze the promotional results to optimize the commercial attractiveness of our supermarkets
- Ensure the supermarkets price policy is 100% applied in store operations In a daily basis
- Ensure the availability of merchandise planogram and his proper implementation in stores
- Support HO teams and Operations to tackle issue if any
- Coordinate with the CRM department, loyalty team, pricing team and the stores to ensure appropriate and accurate information on their customer profile
- Develop a culture where people are committed to achieving high standards in customer service
- Conduct daily store walks at the store for delivering great ready to trade store for customers
- Maintain stock accuracy and control stock loss in the store by analyzing reports (ageing, shrinkage, wastage etc) and develop action plans.
- Ensure adherence to company health and safety policy at the department level.
- Drive teams to conduct stock count periodically in the store as per guidelines and ensure benchmark results are achieved
- Conduct Monthly review along with teams for key Store commercial information (MIS) (slow moving/ fast moving, low margin/high margin, sales vs. trend of stores, high profit builders / high volume builders.
- Ensure that all brand guidelines and SOP (standard operating procedures) are followed as mentioned in policy manuals dockets.
- Support completion of all cash control audits, hygiene audits audit as per guidelines and maintain desired results in the region.
- Ensure that personal behavior reflects the vision and values of the business.
- Ensure adequate learning and development opportunities are available for the teams and guide managers to optimize these opportunities.

Al Azizia Panda United- Savola Group – KSA (Hyper Panda)**Oct 2013 – Feb 2018****General Store Manager – Retail Operations****Reporting to District Manager**

- Responsible for managing daily operations and planning the use of materials and human resources to achieve marketing goals.
- Achieving budgeted sales by ensuring availability and service levels
- Achieve availability targets by ensuring that ordering procedures are followed and targets are achieved
- Maintaining operating standards by putting all areas under control to maintain standards
- Optimize people productivity by manpower planning and implementation to achieve target and maximum productivity
- Directing and coordinating activities of businesses or department concerned with top management or operation support
- Maintain food safety and hygiene by implementing, monitoring, and conducting training to achieve all targets
- Motivating employees and monitors employee satisfaction and plans and executes plans to improve it
- Plans and monitors training needs, provide professional coaching to managers to ensure that they have the professional capability to fully deliver in their role and that they are working on a personal development plan
- Ensuring the outlet is in the best Retail Standard consistently in all aspects.
- Ensuring and observing the level of customer service provided, taking care of customer feedbacks.
- Directly responsible for P&L and taking the necessary action plans to reduce cost and increase margin based on results.
- Manage and support recruitment and development of talent within the team by providing consistent direction and support
- Provide regular coaching and feedback to supervisors and ensure sales goals and results are communicated to all associates throughout the store

Achievements

- Rated as best role model store in the region
- Reduced stock loss & Shrinkage
- Set up of 2 stores in 4 year

Najm Al Danube – Northern Emirates**Feb 2012 – June 2013****Store Operations Manager – Operations****Reporting to COO - Operations**

- Setting up NAD outlets, business development and managing overall operations.
- Formulating business plans to achieve organizational objectives.
- Competition mapping – monitoring competition to study their products, prices, merchandise, customers and opportunities
- Delivering Marketing plans with innovative strategies and solutions to increase acquisition, loyalty and retention.

Preparation & observing the budgeted operational costs and taking action to reduce unnecessary charges.

Union Cooperative Society Hypermarkets- Dubai**January 2009-January 2012****Assistant Manager – Operations****Reporting to Area Manager**

- Handling the operational matters of the Hypermarket
- Inventory Control & Accountability for various reports
- Follow ups & Coordinating with Subordinates for Various issues.
- Staff management & Training & Development of staff with Team Size 250 Merchandiser, 40 Cashiers, 8 Team leaders & 2 Accountants
- Handling Customer Care & Business Development & Vendor Management
- Allotment & Monitoring of the Space on hire regularly

Achievements

- Highest Rental Income generated
- 100% perfection in controlling pricing
- Successfully maintained the 15 days inventory cycle.
- Set up of 3 Hypermarkets in 2 Year

Jumbo Electronics co.llc - Dubai**December 2006-December 2008****Store Manager – Operations****Reporting to Area Manager**

- Distributing and achieving sales target.
- Handling the operational matters of the stores.
- Inventory Control & Accountability for various reports
- Staff management & Achieving sales target & Profit Margin.
- Training & Development of staff
- Team Size 15 Sales Staff and 2 Deputy
- Handling Customer Care & Business Development

Achievements

- Highest sale target achieved & Given best growth
- Highest gross margin contribution from the stores.
- Ranked 1st best merchandising outlet & 100 % in audit.

Godrej Natures Basket - India Mumbai

January 2005-December 2006

Store Manager – Operations

Reporting to Operation Manager

- Smooth running of operational procedures
- Profitability of the stores & Overall responsibility of the stores (point of contact)
- Quality assessments. & Inventory control & Handling all financial matters of the stores
- Accountability for various reports (p&l) etc.
- Team size 70 staff and 6 supervisors and 6 accountants

Achievements

- Set up of 3 stores in 2 year
- Reduce stock loss percentage from 3% to 0.5% , Highest sale target achieved & Given best growth

Akbarallys Convenio- India Mumbai

January 2002- December 2004

Supervisor- Operations

Reporting to Store Manager

- Team Size: 2 back office 20 operational staff
- Inventory Management. & Handling of the entire shifts along with Supervising stockiest operations of FIFO
- Handling Customer care & Give feedback to the store manger an any issue with rates or excess stocks
- Ensuring high level of Merchandising and customer service.
- Provide training to subordinate & new staff on selling techniques, Cashiering product knowledge, visual merchandising, etc.
- Co ordination with various suppliers (products and schemes)

EDUCATIONAL AND PROFESSIONAL CREDENTIALS

Bachelor degree in Commerce 2005 ■ Mumbai University

Computer Proficiency: Microsoft Office 97/2000/XP, 2003

Date of Birth: 28 April 1983

Linguistic Proficiency: English, Urdu, Hindi and Marathi and able to speak Arabic

Passport: Z2545215

References: Available on request

Valid UAE Driving license