



PETERCZAR TORRENUEVA



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Dubai, United Arab Emirates

CAREER OBJECTIVE

Seeking a challenging and dynamic role as a Merchandising and Establishment Branch Specialist where I can leverage my strategic planning, analytical, and organizational skills to contribute to the growth and success of the organization. With a keen eye for market trends and a passion for optimizing product placement, I aim to drive revenue and enhance the overall customer experience. My goal is to apply my expertise in merchandising and branch establishment to create impactful strategies that align with the company's objectives and foster long-term business success.

WORK EXPERIENCE



ESTABLISHMENT BRANCH SPECIALIST
AL OTHAIM MARKETS - RIYADH, SAUDI ARABIA
SEPTEMBER 2010 - JULY 2023

DUTIES AND RESPONSIBILITIES:

- Setting up display on both new supermarket and hypermarket branches of the company.
- Responsible for the oversight and establishment for the company's new branches.
- Direct all operational aspects including distribution operations, customer service, human resources, administration and sales
- Assess local market conditions and identify current and prospective sales opportunities
- Develop forecasts, financial objectives and business plans
- Meet goals and metrics
- Manage budget and allocate funds appropriately
- Bring out the best of branch's personnel by providing training, coaching, development and motivation
- Locate areas of improvement and propose corrective actions that meet challenges and leverage growth opportunities
- Share knowledge with other branches and headquarters on effective practices, competitive intelligence, business opportunities and needs
- Address customer and employee satisfaction issues promptly
- Adhere to high ethical standards, and comply with all regulations/applicable laws
- Network to improve the presence and reputation of the branch and company
- Stay abreast of competing markets and provide reports on market movement and penetration

I HEREBY CERTIFY THAT THE ABOVE INFORMATION THEREIN ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE AND I WITHHOLD, WHICH AFFECT MY EMPLOYMENT WITH THE COMPANY.

PETERCZAR TORRENUEVA

APPLICANT

EDUCATION



Bachelor of Science Nursing
Enverga University
Lucena City, Philippines
S.Y. June 2004

CERTIFICATION



Al Othaim Markets
Riyadh Saudi Arabia
SY. 2010-2023

ACCOMPLISTMENT



Earned Award (Best Employee)
February 2023

SKILLS

- Planograms
- Merchandising
- Seasonal Promotion planning
- Display construction
- Merchandising expertise
- Product Selection
- Trend Analysis
- Visual Merchandising
- Pricing Strategy
- Promotions and Sales
- Vendor Management

PERSONAL DETAILS

Date of Birth : 06/07/1988
Gender : Male
Nationality : Filipino

LANGUAGES



ENGLISH



TAGALOG



ARABIC