

# Rana Imran Rashid

## Supply Chain, E-Commerce & WH. Operations Management

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### Profile

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SCM professional with 12+ years of experience, along with verifiable track records through leading and successful organizations with commendable experience in Warehouse Management, Fulfilment Management, Material Planning, Retail operation and Logistics Planning and Execution.

### Skills

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Operation Management	Inventory Management
Storage & Process Planning	Order Management
Reverse Logistics	Vendor Management
Operational Logistics Management	Warehousing & Storage
Project Management	Team Building & Leadership
MS Office	Time Management

### Professional Experience

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2023 – 2024  
Dubai, UAE

#### Operations Manager

*Brands For Less*

- Lead daily operations, Strategic Planning, direction and control to ensure smooth and safe process flow.
- Streamline logistics and supply chain challenges through data analysis, innovation and process optimization to serve the best customer experience with high standards.
- Overseeing 200-210 associates with 3 department Managers & 8 supervisors, managed an inventory of 1,4M units with an accuracy of 99% while successfully shipping 99.5% of customer orders on time.
- Engage with support functions and other departments to address common issues or needs in key performance areas.
- Monitor performance and expansion projects, performance reviews, design product SLAs.
- Ensure Training sessions for the team on a weekly basis and improve performance through training and correct switching/placement of resources timely and proactively through planning among departments. Saving 10 -15% monthly cost.
- Carried out quarterly/mid/annual stock count activity to maintain inventory level accuracy, successfully reduced seller cancellation 0.5%.
- Streamline & Optimize warehouse operations including inbound, Inventory, Pickers, Packers, Sorters etc through system improvements, resulting in a 15% capacity increase space for stock, 20% improvement in efficiency and an average 25% increase in GRN quantity.
- Successfully Managed an average 25K inbound, 3 to 3.5K orders daily and during sale up to 5K orders along with 3 to 5 courier partners and own BFL courier.
- Deal with LFL(Luxury for Less) & urgent Orders Completion & Delivery Support to build designated VAS Stations in the system.

- SDD (Same Day Delivery) increased 25% by defining Cut-off between departments & Collaboration with internal & external courier partners.
- For reverse logistics to inspect returned goods. Monitored logs to identify reasons that led to returns to improve discrepancies.
- Execute Planning to reduce cost and maximize site profit with optimum productivity level.
- Oversee Studio includes Models arrangement timely, Equipment's availability, Production and quality by providing guidance to the team.

2019 – 2023  
Dubai, UAE

### **Assistant Manager Operations**

*Noon*

- Oversaw warehouse operations concerning planning, controlling and monitoring Processes, standards and leadership principles to achieve targets set by the company.
- Setting up new suggestions and ideas to improve and streamline processes to align warehouse operational activities.
- Directed Inbound metrics & Order fulfilment by closely working with logistics team.
- Handling inbound, inventory, outbound, return to vendor and customer return operations with efficient scheduling & maintaining standard accuracy in quality.
- Develop KPI's (key performance indicators) to measure productivity & effectiveness of operations with RCA of any issues.
- Ensure timely correspondence, reports and statistics related to the warehouse operations shared across all levels.
- Managed & led the daily call for all 3PL properties and ensured all metrics(forward and reverse) were in place.
- Successfully launched 3PL Bulky Products operations & Implementations of WMS in UAE/KSA.
- Carried out monthly stock-take audits to ensure maximum inventory accuracy.
- Successfully Managed the inventory at 3PL sites with an accuracy of 98.5%.
- Directed teams and ensured that they brought out maximum productivity while maintaining SOP's & setting up processes to align inbound, inventory and outbound activities of the warehouse for smooth, efficient and controlled flow of operations and contributing towards the execution of the process.
- Responsible for the day-to-day management and strategic development of the company's multi-channel fulfillment network.
- Collaborated with the central planning team & Buyers to set targets monthly, quarterly and executed successfully on an average of 90%.
- 95% Targets achieved for SDD (Same Day Delivery) & NDD (Next Day Delivery) by aligning 3PL partners to follow the Shipping TAT.

### **Assistant Operations Manager**

*Awok.com*

- Directed and supervised the daily activities of Warehouse operations Inbound to orders Fulfillment.
- Assists in event planning, execution, supply chain issues, reporting and cooperating with vendors, design team, tech team, onsite training, evaluation and coaching.
- Schedule warehouse team members to meet the demands of the facility, utilizing Key Performance Indicators (KPIs) to maintain performance at the department level.
- Allocation of necessary space for stock rotation and assist with proper fifo process.
- Successfully managed day to day warehouse operations including GRN, Put away, Picking, QC, Packing etc.
- Oversaw Reverse Logistics- RTO, RPU, RTV etc.
- Collaboration with Buyers on Monthly Forecasting & Stock requisition.
- Carried out Quarterly Stock count to maintain Inventory accuracy.
- Supervised Stock Transfer and inbound (GRN) post clearance from RMA.
- Initiates and drives continuous improvement of Warehouse Management processes in order to ensure daily management metrics are met and exceeded.

2016 – 2019  
Dubai, UAE

- Directed Team, a team of running 24\*7 operations with 30 direct reporting staff.
- Setting Up weekly Supervisors, Team Leaders meetings to maintain high standards and satisfaction from customers.
- Supervised Training sessions for the team to get improvement in work and adhere to the company's policy.
- Responsible for meeting and exceeding operations goals.

2012 – 2016  
UAQ, UAE

#### **Warehouse InCharge**

*Umnia Import & Supply Foodstuff*

- Directed teams, Planning of procurement, production, inventory control, logistics and distribution.
- Tracking & maintaining inventory levels in the stores and replenishment timely
- Supervised and analyzed the loss in transit and undertook measures to control the same.
- Deal with returns and rejections professionally & promptly with suppliers.
- Price Negotiation with Vendors.
- Planning of internal stock transfer.
- Scheduling of deliveries Transportation.
- Responsible for dealing with all the salesmen to provide required stock and collection
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2006 – 2010  
Faisalabad, Pakistan

#### **Warehouse Associate**

*Ibrahim Fibres Limited*

- Maintaining an updated document system by adopting a proper & accurate filing system.
- Maintaining Inward (Raw and packing materials registers)
- Preparation of GRN (Goods received note) and maintaining finished goods stock register.
- Managing excess and ageing stock (FG, Raw and packing materials)
- Managing all types of the documents and maintaining various logbooks.
- Oversaw the transfer & receiving materials and preparing the voucher.

### **Education**

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Multan, Pakistan	<b>Bachelor of Arts</b> <i>Bahauddin Zakariya University</i>
Lahore, Pakistan	<b>FA Intermediate</b> <i>Board of Intermediate &amp; Secondary</i>
Multan, Pakistan	<b>SSC</b> <i>Govt Muslim Union High School Mian Channu</i>
Faisalabad, Pakistan	<b>Diploma in Office Management</b> <i>Oriel College of Technology</i>

### **Languages**

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- English
- Hindi/Urdu
- Punjabi