

Rana Imran Rashid

Supply Chain, E-Commerce & WH. Operations Management



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Profile

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

| | |
|----------------------------------|----------------------------|
| 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

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

Multan, Pakistan

Bachelor of Arts

Bahauddin Zakariya University

Lahore, Pakistan

FA Intermediate

Board of Intermediate & Secondary

Multan, Pakistan

SSC

Govt Muslim Union High School Mian Channu

Faisalabad, Pakistan

Diploma in Office Management

Oriel College of Technology

Languages

• English

• Hindi/Urdu

• Punjabi