



Muhammad Rizwan

Retail Professional

Dubai, UAE • +97156-1429569
rizwan.dubai@hotmail.com
Nationality: Pakistani
Civil Status: Married
Visa Status: Visit visa
Valid UAE Driver's License

I have 14 Years of experience in retail Industry, of which nine years of work experience in GCC retail market. I am dedicated retail professional with a history of meeting company goals utilizing consistent and organized practices, Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand.

Areas of Expertise

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|---|-----------------------------|------------------------------------|
| ♦ Sales expertise, Retail Sales and B2B | ♦ Staff Management | ♦ Vender Management |
| ♦ Client Relationship | ♦ Policy development | ♦ Customer retention |
| ♦ Store merchandising | ♦ Retail KPI's Analysis | ♦ Credit evaluations |
| ♦ Inventory Control | ♦ Team Building | ♦ Retail Area Utilization analysis |
| ♦ Loss prevention | ♦ Supervision and training | ♦ Retail Audit and Reporting |
| ♦ Cost and budget analysis | ♦ Cost analysis and savings | ♦ Accounts Receivables |
| | ♦ Schedule Planning | ♦ Self-Motivated |

Professional Experience

Assistant Manager Credit & Retail Operations, 07/2021 -10/2023

DWP Group, Lahore, Pakistan (Industry: Consumer Electronics)

Main Responsibilities

- Responsible for manage the operations of all 13 branches and 17 Display Centers
- Sales and Merchandise Planning and reporting
- Retail Store area utilization reporting and analysis.
- Preparing retail KPI, s Performance report.
- Stock Reporting and Allocation.
- Setting outlet audit plan and report writing.
- Preparing Receivables Report and Credit limit analysis
- Coordination with all outlets for operational matters.
- Preparing the tax challan Summary report.
- Preparing reports I.e. sales target vs achievements, consolidate stock report, warehouse area utilization report, monthly aging analysis report, dispatch and transportation analysis report.
- Staff Roster Planning and implementation
- Conducting retail Staff Training.

Achievements:

Efficiently control the company receivables by strong follow up, redefine the policy to help minimize the bad debts ration and improve the collection time.

Implement Ware house area utilization plan through which got maximum utilization of the space which help to increase the Stock storage capacity. Maximum availability of stock to help increase in sales.

Retail Operation Manager, 10/2019 - 05/2021

Makan Al Feshar Establishment Saudi Arabia (Industry: Food Retail)

Main Responsibilities

- Managing the operations of 5 Retail Stores.
- Sales budgeting, Planning and cost controlling
- Retail Staff Training and development
- planning of Retail Stores Merchandising and implementation
- Vendor Management.
- Dealing in B2B Sales, Process Management and contracting.
- Implement the Waste Control Process and policies.
- Retail audit Planning and Stock Management.
- Stock ordering and managing ordering time lines.
- P&L Analysis, implement the policies to enhance the profitability and sales

Achievements:

- Successfully open the two new Retail Stores.
 - Increase the B2B Sales. by adding the new clients and markets.
 - Increase the company financial recovery by maintaining positive relationship with client and follow up.
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Retail Operation Manager, 12/2016 - 02/2018

Posh Bite Co. LLC, Dubai, UAE (Industry: Food Retail)

Main Responsibilities

- Brief and guide the staff on achievement of the daily / weekly / monthly sales target
 - Ensure minimal stock loss manage stockrooms.
 - Implement the operating procedures at the store and ensure the brand and company's policies and procedures are adhered by all the staff at all the times.
 - Apply creative techniques to achieve / exceed the store sales target.
 - Ensure has the required stock levels to maximize the sales.
 - Weekly audit the store administration and resolve discrepancies if any -
 - Manage the daily roaster, leave and grievances of the retail staff.
 - Maintain the visual merchandising standards at the stores all the time as per set VM standards.
 - Promote the Club Apparel Loyalty Program of the company for repeat sales.
 - Supervise the store and provide feedback to the Area Manager with regards to the employees and products.
 - Ensure awareness and vigilance at all times of security in the store without any negligence.
 - Must be updated about the various brands of the group for suggestive selling to the customers.
 - end to end store operations responsibility .
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Store Manager, 01/2014 - 11/2016

Posh Bite Co. LLC, Dubai, UAE (Industry: Food Retail)

Main Responsibilities

- Managing retail Store Operations
- Calculating and analysis the Sales KPI's, Conversion Rate, UPT, APT
- Stock Management and Ordering
- Comparison the Sales VS Target and LFL.
- Organizing sales promotions and in-store events
- Serving customers when required

- Sealing with queries, complaints and feedback from customers
- Competitive and market trend analysis.
- Controlling costs according to the set Budget
- Maintain staffing levels consistent with business needs to ensure excellent customer service
- Prepare appraisals for all employees providing proper performance-based feedback
- Ensuring compliance with health and safety at workplace and local mall regulations.
- Motivate employees to achieve company goals and surpass their personal sales goals

Achievements:

- Increase in sales up to 20% and reduce the cost up to 5%.
 - Develop an intelligent ordering system which helps to minimize the stock losses and wastage
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Assistant Store Manager, 06/2010 - 07/2013

AL Maya Group (BHS), Dubai, UAE (Industry: Fashion & Apparel)

Main Responsibilities

- Answered customer questions and addressed problems and complaints in person and via phone.
 - Handled scheduling for store shifts to achieve adequate staffing and preparing employees attendance
 - Supervised cashiers in processing credit, debit and cash payments to streamline sales.
 - Maintained inventory by checking merchandise to determine levels.
 - Assisted in continuous development of effective store associates to achieve desired sales and results.
 - Completed thorough opening, closing and shift change functions to maintain operational standards each day.
 - Delegated work to staff, setting priorities and goals.
 - Depositing the daily sales to the bank and handling the petty cash.
 - Just be fashionable / well-groomed and possess up-to-date product knowledge to ensure minimal stock loss
 - Maintains knowledge of new product, trend and fashion directives at all times in order to effectively respond to and anticipate customer needs.
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Team Member, 10/2007 - 11/2009

KFC, Lahore, Pakistan

Main Responsibilities

- Developed positive customer relationships through friendly greeting and excellent service.
 - Addressed customer needs, responding to specific requests.
 - Maintained excellent levels of workplace cleanliness around equipment to enhance safety and productivity.
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Qualifications:

- MBA Retail Management | 2008 – 2010 (**Superior University Pakistan**)
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Language Proficiency:

English (Fluent)

Arabic (Basic)

Urdu (Native)