



# SHEHAN FAHIM

## RETAIL PROFESSIONAL

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## ABOUT ME

A competitive and a result driven professional in the Retail industry with 10 years of experience across various roles in Category management and Supply chain within both well-established and startup supermarkets.

An energetic take-charge leader motivated to build and grow the organization by focusing on developing creative business avenues, building value added business relationships and practices while driving results in fast paced business settings.

## Languages

- English - Fluent
- Sinhala - Native

## Personal Details

- DOB - 5th March 1990
- Marital Status - Married
- Nationality - Sri Lankan

## PROFESSIONAL EXPERIENCE

### Senior Manager, Retail

#### Daraz, Sri Lanka

**Jun 2023 - Sep 2023**

Daraz Group is South Asia's leading E-commerce marketplace operating across Bangladesh, Pakistan, Sri Lanka and Nepal while providing access to 50 million products for 40 million monthly active users in above countries.

Responsible for developing and continuously enhancing Daraz's end to end Retail Channel into a strategic asset while ensuring profitable revenue growth.

- Ensure achievement of all Commercial Operational KPIs in accordance with Regional and Local Targets.
- Efficiently manage working capital forecasts in coordination with the Demand Planner, Inventory Manager, and Finance teams to optimize financial resources.
- Lead and manage a team comprising operations, procurement, & customer experience while providing direction and support.
- Foster close collaboration with the Regional Retail Team to drive ongoing improvements in Daraz's Retail business venture-wide.
- Work closely with Category teams to finalize and onboard essential assortments that align with business objectives.
- Coordinate & manage cross-functional collaboration with key stakeholders in the retail business.

### Key accomplishments:

- Successfully implemented a 'Seller Scorecard' to evaluate seller performance & identify areas for improvement, ultimately enhancing overall business outcomes.
- Successfully introduced an ordering schedule and reducing average supplier delivery lead time from 12 days to 7 days to enhance supply chain efficiency.
- Successfully introduced a new retail contract aimed at optimizing repurchase agreements, margin terms, back-margin terms, return procedures, and other critical metrics.
- Streamlined the process for managing price updates and SKU parameter changes, enhancing operational efficiency and agility.

## Skills

- Category management
- Strategy & planning
- Data analysis
- Negotiation skills
- Supplier management
- Commercial & business acumen
- Strategic sourcing
- Demand planning & forecasting
- Merchandizing
- Critical thinking & problem solving
- Communication & interpersonal Skills
- Team work & leadership

## Education

Master Of Business Administration  
Cardiff Metropolitan University, UK  
2021 - 2022

Bachelor of Business (BBS)  
Edith Cowan University, AUS  
2010 - 2012

### Senior Manager, Supply Chain Management

**Softlogic Supermarkets (Pvt) Ltd (SSPL), Sri Lanka      Feb 2023 - May 2023**

SSPL is a fully-owned subsidiary of Softlogic Holdings PLC which is one of Sri Lanka's most dynamic & reputed conglomerates, launched 'GLOMARK' a high-end supermarket chain in 2018 and won the best Supermarket in SL award in less than 4 years of operations by Retail Asia Awards in 2021.

Responsible for maintaining a 95% product availability rate for the top 90% of sales-contributing products across all outlets, on time in full deliveries, managing stock cover days as per given targets & accuracy in demand planning & forecasting.

- Maintained effective relationships with suppliers, consistently achieving fill rates exceeding 85%, while proactively addressing supply chain challenges.
- Provided accurate and timely sales forecasts to suppliers, encompassing monthly requirements, promotions, seasonal variations, and more.
- Expertly managed safety stock levels for all products, minimizing instances of overstocking and ensuring efficient inventory management.
- Proactively identified and addressed risks associated with suppliers, devising comprehensive risk mitigation plans.
- Collaborated closely with the warehouse team to ensure on-time and accurate outbound deliveries to outlets.
- Conducted periodic reviews of high stock-holding products, identifying aging stock and implementing cost-effective clearance strategies.
- Demonstrated precision in order management, guaranteeing accuracy for both existing and new products.
- Provided leadership in the Demand Planning function, collaborating effectively with key stakeholders in categories and operations.

### Manager, Category Management (Non-food)

**Softlogic Supermarkets (Pvt) Ltd (SSPL), Sri Lanka      May 2018 - Mar 2023**

Responsible for Sales, Profitability, Merchandising, Category reviews, Space & Layout Planning, Working capital, Stock holding, Supplier Management, Product availability & Customer satisfaction in the Non-food division (20%+ share) of GLOMARK.

- Negotiated & managed supplier contracts, SLAs, & relationship with Year-Over-Year (YOY) growth expectations and implementing performance improvement strategies.
- Utilized Nielsen and internal sales indicators for analyzing category trends, developing strategies, growth opportunities, & revenue streams.
- Collaborated with stakeholders regarding new products, market trends, & category management solutions.
- Spearheaded product merchandizing and store layout planning, including designing planograms & optimizing space utilization.
- Developed category and store-specific strategies through category and range reviews, establishing joint business partnerships with key stakeholders for strategy implementation.
- Analyzed competitor pricing and promotional activities, ensuring alignment with category strategy.
- Negotiated and secured exclusive business partnerships with vendors to Glomark.
- Transformed routine and convenience categories into destination categories.
- Managed demand planning, forecasting, and stock turnover days to meet targets.
- Developed pricing, promotion, and trade planning to boost revenue, customer footfall, and basket value.
- Led the 'Non-Food Private Label' range and growth opportunities to enhance company profitability.
- Managed VAT and SSCL tax recoveries.
- Lead, Inspire, Motivate and coach junior category buyers to achieve category visions.

# Reference

Mr. Kanchana Premaratne  
Director, Commercial & Supply Chain  
Softlogic Supermarkets (Pvt) Ltd  
Colombo, Sri Lanka.  
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Mr. Musab Nalir  
Head of Strategic Initiatives  
Daraz  
Colombo, Sri Lanka  
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## Manager, Category Management (Non-food)

Softlogic Supermarkets (Pvt) Ltd (SSPL), Sri Lanka      May 2018 - Mar 2023

### Key accomplishments:

- Implemented overall store clustering and standardized cluster assortments.
- Streamlined and standardized planograms, saving 50% of category teams' time, ensuring timely changes and faster roll out of planograms.
- Redesigned store layouts to optimize space allocation, resulting in a 25% growth in promotional and clearance sales & upliftment in the homeware sales.
- Developed the Homeware Category, increasing market share from 2.5% to 5% & scaling it to be the 2nd largest assortment in SL modern Trade.
- Successfully negotiated supplier credit days to match leading retailers, achieving an average of 50 days.
- Achieved category GP% on par with leading retailers through negotiations and range strategies, specifically in Household (24%) and Homeware (35%).
- Strategically managed vendor payments during financially stressed phases, including assortment rationalization, optimum order values, customized payment plans, and extra credit negotiations.
- Played a pivotal role in generating & contributing over 40% additional revenue streams through secondary visibility and brand partnerships.
- Successfully led and recovered over 70% of the Taxes on VAT & SSCL.
- Successfully set up and established Non food categories in a brand new supermarket chain.

## Assistant Manager, Category Management

Jaykay Marketing Services (Pvt) Ltd (JMSL), Sri Lanka      Jun 2013 -Apr 2018

JMSL is a fully owned retail arm of John Keells Holdings and operates in the brand name of "Keells" which is the 2nd largest and fastest growing retail network in Sri Lanka.

Responsible for leading all category management activities within Household department including Homecare, Mother & Baby, and Health & Beauty.

- Successfully ensured Household Division consistently met and exceeded Sales, Gross Profit (GP), Additional Income, and Stock Holding Targets
- Demonstrated expertise in strategic product sourcing and conducted comprehensive category reviews to establish clear Category Vision, Goals, and Sales Strategies.
- Employed data-driven analysis of customer buying patterns to predict future needs and identify growth areas within the Household categories.
- Conducted frequent category & vendor reviews and cultivated strategic vendor partnerships to achieve Revenue and Additional Revenue targets, focusing on Range, Space, and Vendor Management.
- Led the category team dedicated for enhancing business processes, including new vendor and new product listings, clearing discontinued and unsuccessful products, and optimizing Planograms.
- Expertly managed planograms tailored to customer decision trees for Household categories, ensuring optimal product placement and customer satisfaction.
- Made significant contributions to additional revenue streams through Joint Business Partnerships (JBPs), Brand Partnerships, Secondary Visibility initiatives, and Asset optimization.

### Key accomplishments:

- Promoted from Executive to Senior executive, to Assistant Manager.
- Recognized as a Finalist for the Employee of the Year Award in 2015-2016.
- Spearheaded the launch of the innovative Health & Beauty Area (HBA) concept in KEELLS, serving as the Project Manager for one of the Shape Changer Strategic Projects which generated a category growth of over 50%.
- Received specialized training and coaching from Tesco Lotus Consultants on Complete Retail Category Management as part of the Relaunch of the Keells Supermarket brand