



MOHAMMED LATEEF ASKARI

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A multi-skilled executive with 15 years+ of transnational experience in managing retail store operations, inventory, E-Commerce, Quality Control, Sales/Business Development, retail purchasing and Customer Service Management while occupying extensive roles in retail (FMCG) and International travel industry. Expertise in developing and managing retail channels in order to derive the required market share, revenue and profit of the organization.

CAREER OBJECTIVE

Seeking an opportunity to expand my knowledge and experience and to assist for the continued improvement of the organization.

CAREER HIGHLIGHTS

Al Maya Group, UAE [April 2019-Present]

Designation: Retail Store Manager

Location: Dubai, UAE

Roles and Responsibilities:

- Completes store operational requirements by scheduling and assigning employees; following up on work results.
- Maintains store staff job results by coaching, counseling, and disciplining employees; planning, monitoring, and appraising job results.
- Achieves financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Managing online delivery platforms like Instashop, Talabat, Nownow, Careem.
- Identifies current and future customer requirements by establishing rapport with potential and actual customers and other persons in a position to understand service requirements.
- Ensures availability of merchandise and services by approving contracts; maintaining inventories.
- Formulates pricing policies by reviewing merchandising activities; determining additional needed sales promotion; authorizing clearance sales; studying trends.
- Markets merchandise by studying advertising, sales promotion, and display plans; analyzing operating and financial statements for profitability ratios.
- Protects employees and customers by providing a safe and clean store environment.
- Maintains the stability and reputation of the store by complying with legal requirements.

- Determines marketing strategy changes by reviewing operating and financial statements and departmental sales records.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies. Maintains operations by initiating, coordinating, and enforcing program, operational, and personnel policies and procedures.
- Contributes to team effort by accomplishing related results as needed. Maintains store staff job results by coaching, counseling, and disciplining employees; planning, monitoring, and appraising job results.

Seven Eleven UAE [April 2015-2018]

Designation: Purchasing Category Manager (FMCG).

Location: Dubai, UAE

Roles and Responsibilities:

- Purchasing, sourcing, negotiation and category management of different categories of items in 7-Eleven UAE by playing an integral role on boarding of new suppliers.
- Work with operation managers, Suppliers and managers of other branded signature items to help keep business running smoothly and to ensure that strategies for sales, product & customer experience are implemented effectively to increase sales and enhance creative store activities to generate sales.
- Administer and recommend changes for various processes to ensure escalation of operational proficiency
- Keeping up to date with market trends and competitors activity by closely liaising with marketing team and analyze all research oriented programs including market research analysis.
- Drive all trade negotiations, finalize new product listing, price changes, promotion selling and displays in the outlets.
- Develop various comprehensive dashboards and provide upgrade to various software tools like MS Excel.
- Creating BDA contract agreement with new suppliers.

Corporate Solutions Redefined [August 2013-March 2015]

Designation: Quality Control Analyst (Travel operations for Corporate Clients)

Location: Hyderabad, India.

Roles and Responsibilities:

- Determining, negotiating and agreeing in-house quality procedures, standards and/or specifications for corporate hotel bookings.
- Setting customer service standards.
- Working closely with booking operations to establish quality procedures and standards.
- Improving relations with big international hotel groups in order to maximize the business.
- Writing management/technical reports and customer's charters including MIS reports.
- Manage Direct Sales Reports in Excel Sheets.
- Monitoring all the travel bookings of corporate clients in order to avoid escalations.
- Acting as a catalyst for change and improvement in performance/quality
- Directing objectives to maximize profitability

Caltex Starmart [2007-2013].

Designation: Store Manager.

Location: Sydney, Australia

Roles and Responsibilities:

Being the fulcrum of interdepartmental communication, work closely and train Store Staff and provide them with sales data analysis and other advisory services in identifying and addressing effective and potential issues concerning retail operations.

- Develop business strategies to raise our customers' pool, expand store traffic and optimize profitability.
- Meet sales goals by supervising other staff members by creating, motivating and providing feedback to sales staff and ensure efficiency of customer relationship management programs including prompt addressing of customers.
- Manage Team Members and provide training to the new joiners.
- Provide proper service for Customer's Satisfaction.
- Complete store administration and ensure compliance with policies and procedures.
- Maintain stock, supplies and inventories and Check received stock against invoices.
- Spearhead the creation and oversees the development and proper management of all products and services of the company to meet goals and metrics.
- Evaluate current local market conditions, market research and recognizes potential sales and future Business opportunities.

TECHNICAL SKILLS:

Operating Systems: Windows2000, XP, Windows Vista, Windows 7, Microsoft Excel and Microsoft PowerPoint.
Certified Level 3 PIC with Merit in Food Hygiene & Safety, Dubai, United Arab Emirates

STRENGTHS AND PERSONAL SKILLS

- Excellent communication and 'people' skills.
- The ability to work under pressure and handle challenging situations.
- Adaptability to fast changing environment and emerging trends.
- The ability to understand and analyze sales figures
- Strong Microsoft Excel including MIS reports and PowerPoint working knowledge

EDUCATIONAL QUALIFICATIONS

Bachelor in Commerce (Computer Science) from Osmania University in 2006
Intermediate (CEC) from board of Intermediate Education in 2003
Indian Certificate Of Secondary Education(ICSE) in 2001