



SAHEER

Merchandiser Cum Sales Promoter

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To leverage my 10 years of experience in sales, merchandising, and purchasing, with a focus on securing a challenging role in the UAE. I am seeking a position that allows me to utilize my expertise in managing procurement, negotiating with suppliers, and building strong relationships with customers. I am passionate about contributing to the growth of a dynamic organization that values innovation, teamwork, and customer satisfaction. My ability to understand the features, benefits, and applications of the products being sold, especially in the case of fresh fruits and vegetables, is an added advantage.

WORK EXPERIENCE

Purchase Cum Merchandiser

Sep 2019 to 2023

AL ROWAIS VEGETABLE AND FRUITS

Ras Al Khaimah

JOB RESPONSIBILITIES

- Create and implement fresh fruit and vegetable procurement strategy.
- Identify and evaluate suppliers based on quality, pricing, and delivery.
- Contracts and agreements with suppliers and negotiate as per need.
- To ensure competitiveness, monitor and evaluate market developments and prices.
- Manage inventory levels and assure product delivery on time.
- Develop pricing and promotion plans in collaboration with the sales and marketing teams.
- Establish and maintain contact with customers and suppliers.
- Conduct market research and consumer feedback analysis to find opportunities.
- Plan and carry out merchandising strategies in order to maximize product placement and sales.
- Create and maintain retail planograms and displays.
- Ensure health and safety laws are followed.
- Manage procurement and merchandising budgets and financial reporting.
- Analyze sales data and alter strategy as necessary.
- Stay up-to-date with industry developments and best practices.

Instore Manager cum Sales

April 2015 to 2019

FASEELA SUPER MARKET

Tirur, Kerala

- Gather all of the information required to compute bills receivable.
- Coordination with the Branch Manager or the Task Assignor.
- Follow up with HO for any queries or expenses.
- As consumers arrive at the supermarket, greet them.
- Inform customers about daily specials and discounts.
- Assist consumers in finding their desired items or guide them to the appropriate shelves.
- Stock shelves in accordance with the supermarket's policies, and ensure that any out-of-stock items are reported to the supervisor.
- Respond to client inquiries about products and deliveries.

- Customers should be guided throughout the shopping process.
- Display supermarket merchandise in order to sell them.

Sales Manager

March 2013- 2015

STAR TRADERS

Tirur, Kerala

- Identifying possible buyers and sellers, contacting potential clients, and developing relationships with new clients in order to improve business volume.
- Assisting the sales team by calling clients with follow-up queries or requests for more information.
- Creating and suggesting new products or services in response to client demand and competition offerings
- Using market circumstances to determine an appropriate sales price for a product or service.
- Preparing bids for new business prospects, such as proposals outlining pricing terms, payment dates, and other pertinent information.
- Data analysis to forecast future demand for goods or services based on seasonal trends or economic factors such as interest rates or unemployment rates.
- Contract negotiations with clients to close transactions.
- Making phone calls to clients to discuss new products or services, giving continuing customer support, and closing sales.

ACADEMICS

- Higher Secondary School - 2014
Commerce - GRFTVHSS Tanur.

SKILLS

- Ability to identify customer needs, negotiate deals, close sales, and build long-term relationships.
- Understand customer psychology, create attractive displays, and provide excellent customer service.
- Communicate effectively with customers, suppliers, and team members.
- Analyze sales data, market trends, and customer feedback to make informed decisions.
- Well practiced in negotiate contracts and agreements with suppliers, and to resolve conflicts in a professional and effective manner.
- Ensure and prioritize tasks, meet deadlines, and work efficiently under pressure.

PERSONAL INFORMATION

- Date of Birth : 12-03-1997
- Nationality : India
- Marital Status : Married
- Passport No. : N1960733
- Expiry Date : 01/09/2025
- Languages Known : English, Hindi, Malayalam & Arabic

DECLARATION

I hereby declare that all the information contained in this resume is in accordance with facts or truths to my knowledge. I take full responsibility for the correctness of the said information.

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09/11/2023

SAHEER