

**Syed Naseeruddin**

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**PROVEN COMPETENCIES**

* **Merchandising**
* **Sales Generation**
* **Promotion & Events**
* **Customer Services**
* **Inventory Tracking**
* **Stock Management**
* **Supplier Liaison**
* **Market Awareness**
* **Team Leader**
* **Supply chain**
* **Warehouse Management**
* **Inventory Management**
* **Documentation and Record**
* **POS Material Coordination:**

**Employment Experience**

**Samsol International (FMCG Division) Pakistan – March 2022 till January 2024**

**Area Sales Officer**

* **Responsibilities:**
* Developing sales strategies and plans to achieve sales and profit goals by leading, developing, and motivating sales associates
* Providing ongoing training, motivation, and development of sales associates to ensure that sales and profits are effectively managed and maintained
* Meeting or exceeding targeted sales quotas and productivity standards
* Providing consistent and motivated leadership and direction to all staff and team members
* Ensuring compliance with all company, state, and federal laws and regulations
* Ensuring that sales staff is appropriately trained and competent to perform their job duties
* Providing exceptional customer service to all customers on a daily basis
* Developing and implementing sales and marketing plans to drive sales and profit
* Collecting customer feedback and market research.

**L’Oréal Middle EAST (FMCG Division) UAE – AUGUST 2015 till MAY 2019**

**Sales Merchandiser**

* **Responsibilities:**
* Provide stock, operational, administrative, logistics, visual merchandising & training support on the floor to ensure that the department’s objective and support services are met & achieve efficiently & effectively.
* Always follow the FIFO(first in first out) and LIFO(last in last out).
* Preparing purchase order as per sales, closing stock, lead time and stock norms.
* Record the daily purchase order to monitor the monthly average cost of goods sold
* Perform a routine check at Stores to ensure stock availability.
* Ensure that the fast-moving references are always replenished once sold on a day – to – day basis
* Prepare and inform the planners of a low moving items for the action to liquidate
* Receive and check orders correctly.
* Responsible for the daily stock count & ensure the prices of the product are correctly set & tagged as per the company’s requirement.
* Co-coordinating with the management for promotions and new launches
* Manage stock damages and spoilage, find the root causes and take preventive/corrective actions
* Follow-up and report to management on visual elements, such as podiums, windows and POS gondolas etc.
* Act as market information source channel between the markets respective area and the related department.

**Chalhoub Group (FMCG Division) UAE – MARCH 2013 to JULY 2015**

**Shelf Filler**

* **Responsibilities:**
* Checking stocks to determine which are less than minimum stock level to processing for order
* Handling or merchandise/display the incoming all items delivered from warehouse
* Ensure that the product display complies with company standard.
* Ensuring that products appear in the right stores at the correct times and in appropriate quantities,
* Gathering information on customers reactions to products,
* Controlling stock levels based on forecasts for the season,
* Working closely with visual display staff and department heads to decide how goods should be displayed to maximize customer interest and sales
* Analyzing previous season's sales and reporting on the current season's lines,
* Identifying production and supply difficulties and dealing with any problems,
* Achieving the lead sales target set by the management.
* forecasting profits and sales, and optimizing the sales volume and profitability of designated product areas,
* Reporting to superior competitor activities or any other movement.

**PROFESSIONAL DEVELOPMENT**

**Academics**

* Bachelor of Commerce
* Diploma (Information Technology)

**Certificates**

* Retail Management – Merchandising , Distribution & Marketing (Ireland Based Organisation ALISON E-Learning Online Education)

Proficiency in Microsoft Office™ (Word™, Excel™ PowerPoint™) / Windows™ (7™, Vista™, XP™) / Internet

**Date of Birth:** Feb 02, 1994

**Languages Known**: English, Arabic, Urdu, Sindhi, Punjabi

**Nationality**: Pakistan (TT5148672) ~**Current Location**: Dubai UAE