



## **REDA CHAKIR**

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### **Personal Statement:**

A highly motivated and ambitious retail manager with 14 years' experience in retail and sales. Has a unique eye for trend evolution and customer purchasing patterns and am ahead of the curve when it comes to maximising profits and building a reputation as a forward-thinking retailer. A focus on customer satisfaction delivers repeat footfall and word of mouth referrals on a regular basis.

### **EDUCATION & Training:**

- **License In Economic** – Hassan II university-2004.
- **HACCP CERTIFICATE:** UAE-2011.
- **Hygiene Training (Abu Dhabi- Dubai Municipality):** UAE-2015.
- **Firefighting Training:** UAE-2017.



**Operation manager/Private label Manager | Bayan Holding- Dubai-UAE Apr 2023 up to date.**

**Job Summary:** The role reported to the chairman with the responsibility of:

- Manage all elements of the products Launch process, including development and execution.
- Work closely with product management to maintain a calendar of product launch.
- Work closely with Marketing to ensure that content is provided that can be used to ensure that our website is keep up to date and provides a high quality.
- Communicate, Budgeted, develop a strategy launch plan (based on stakeholder input), goals, timelines, deliverables, and proposed deadline.
- Coordinated internal, external web content, business proposal, pricing, promotion activity, internal sales collateral to ensure sales force readiness.
- Built online visibility and drove website traffic using search engine optimization (SEO).
- Research in the market to find prime location to build a Hypermarket (9500sq feet) as well warehouse (1-2.5k/sq. feet) to keep the product Launch.
- Responsible for managing overall direction, purchasing department, supply chain, inventory, warehouse controls and process, coordination, and evaluation of the procurement.

- Develop local & international sourcing of Fresh Food -FMCG product and Negotiate Vendors agreement (by foster innovation and deals) in line with company policy.
- Lead And Developpe the Fresh food-FMCG product offered to the Market by ensuring a range of sky's and service that delight the clients and maximize sales and profitability of the company.



**CATEGORY MANAGER Fresh FOOD** | Abu Dhabi COOP,SPAR,Mega Mart – UAE  
**May 2020 – Sept 2022.**

**Job Summary:** The role is reporting to CEO with the responsibility of:

- Handling the contracts Negotiating with suppliers -prices and shelf rentals- and work with specific agreement regarding the import products.
- Select & manage the 3<sup>rd</sup> party suppliers for fresh operation in store and take the necessary action against a poor performance or non-compliance of the agreement.
- Monitoring the sales on daily basis, Ensure the layout well implemented as per the planogram in 36 stores.
- Operating over 33 branches include Spar & Mega Mart and work close with the team to agree display standards and monitor adherence to agreed standards.
- Monitoring P&L Performance and develop Action plan to meet financial goals (Mission & Visions).
- Conducting National Promotions and events.



**Store Manager** | Jumeirah- Dubai-UAE      **Nov 2018 – June 2020**

**Job Summary:** The role reported into the DM with the responsibility of:

- Achieving growth and sales targets by successfully managing the sales team
- Building and promoting strong, long-lasting customer relationships by partnering with them and understanding their needs
- Presenting sales revenue and expenses reports and realistic forecasts to the Owner
- Developing and implementing new sales initiatives, strategies and programs to capture key demographics.
- Looking for new customers, by foster innovation and deals.
- Arranging events with our customers in (catchment area).



**Department Head | Fresh food department)** Carrefour Hypermarket MAF,  
 Century Mall-Deira City Centre- UAE- **MAR 2014 - Oct 2018**

**Job Summary:** The role is reporting to the GM with the responsibility of:

- Negotiating with suppliers on prices and shelf rentals.
- Monitoring the sales on daily basis.
- Creating promotions supported by suppliers (credit notes and free of charge goods).
- Inspecting the display of the selling area and ensuring that the lower price strategy is being implemented.
- Conducting inventories
- Following up with the section managers on daily basis regarding stock, margin, waste, shrinkage.

- Monitoring the sales on daily basis and ensure that the budget is achieve.
- Assuring the Layout is well implemented in the selling area as per the Head Office.
- Ensuring a healthy P&L.
- Providing training to Carrefour team and merchandisers in order to upgrade their skills.



**Market Manager (Food & Bevege,fruits & veg,Dates,Dry nuts,Flowers...)** | Al Ain  
carrefour Hypermarket, Abu Dhabi – UAE **May 2005 - March 2013**

**Job Summary:** The role reported into the Store Manager with the responsibility of:

- Ensuring that set targets are achieved.
- Studying the sales and stock reports and plan accordingly.
- Planning and executing orders from the supplier.
- Training, delegating and leading the team.
- Planning and supervising the merchandising.
- Conducting Inventories, controlling Margin,Shrinkage,Profitability.. .
- Ensuring a healthy P & L report.
- Managing customers complains.

### **LANGUAGES**

- **Fluent in English, Arabic and French.**

### **TRAINING**

- Understanding Board Of result.
- Customer Service.
- Firefighting Training.
- First Aid.
- Hygiene Training (Abu Dhabi-Dubai).
- Food Safety.
- Food handling.
- PIC (person in charge 1,2,3).
- Duty Manager.
- Basics Of Arithmetic.

**References available on request.**