



Muhammad Shahab-Ud-Din Ghauri

Merchandise Planning & Sourcing

Strategic Commercial Leader | Expertise in Portfolio Management, Supply Chain Optimization, Costing, and Financial Analysis

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SKILLS

Strategic Planning

People Management

Vendor Management

Analytics Insights

Results-oriented

Timelines

WORK EXPERIENCE

Lead Merchandiser Global Categories

Sapphire Retail Ltd

06/2024 - Present

Lahore, Pakistan

Achievements/Tasks

- **Global Market Expansion:** Planning the entry and growth of the brand into three key international markets: the **UK, USA, and UAE**, establishing a strong presence in these competitive regions - surpassed the **£100,000** sale benchmark in UK on opening day.
- **Brand Recognition:** Enhanced brand visibility and recognition in new markets by aligning product offerings with regional cultural preferences, leading to a **70%** increase in new customers in the UK.
- **Product Category Optimization:** Led the development and launch of 20+ new product categories tailored to regional market demands, resulting in a **115%** increase in order value.
- **Cross-Functional Approach:** Managed and coordinated cross-functional teams across design, marketing, supply chain, Finance, and Logistics to ensure seamless product launches and category expansion in new markets.
- **Cultural Adaptation:** Successfully adapted product designs and marketing strategies to reflect the cultural nuances and consumer preferences in each region, resulting in a **35%** increase in regional CSAT score.

Deputy Manager Merchandise Planning & Sourcing

Sapphire Retail Ltd

02/2018 - Present

Lahore, Pakistan

Achievements/Tasks

- **Portfolio Oversight:** Managed Fragrances, Kids Eastern, Footwear, and Bags portfolios, including product design, merchandising, and sourcing teams.
- **Merchandise Planning:** Strategized merchandise planning to achieve KPIs, maximizing sales and profitability aligned with company growth objectives leading to a YoY growth of **156% in** fragrances alone.
- **Sourcing Strategies:** Developed and implemented comprehensive sourcing strategies, conducted supplier evaluations, and negotiated terms to secure high-quality products at competitive prices, meeting Time, Quality, and Cost (TQC) objectives resulting in **89%** on time deliveries in footwear & bags throughout.
- **Vendor Management:** Oversaw outsource vendors, developed proto samples as per tech packs, analyzed production facilities, negotiated order terms & tracked production through weekly **TNAs** to ensure timely deliveries and optimal quality.
- **Orders Execution:** Managed POs from negotiating terms to overseeing system purchase order placements, and supervised timely Goods Receipt Notes (GRNs) and payments, in line with approved financial plans and locked margins.
- **Category Management:** From preparation of Bi-Annual category plans based on **trends analysis & demand forecasting** to overseeing portfolio activities, set and adhered to timelines, and optimized production efficiency, sales, inventory turnover, and margin targets.

WORK EXPERIENCE

Senior Executive Commercial Finance

Sapphire Retail Ltd

02/2017 - 02/2018

Lahore, Pakistan

Achievements/Tasks

- **MIS Reporting:** Led monthly Management Information Systems (MIS) reporting for retail operations, accounts, and inventories, providing actionable insights to management.
- **Oracle Inventory Management:** Supervised the Oracle Inventory module to ensure accurate data management and operational efficiency.
- **Internal Audits:** Conducted internal audits to ensure compliance with organizational standards and identified areas for process improvements.
- **Cost Analysis:** Prepared post-costing analysis to evaluate financial performance and support strategic decision-making.

Assistant Manager Accounts

Style Textile Private Ltd

06/2016 - 02/2017

Lahore, Pakistan

Achievements/Tasks

- **Team Leadership:** Led accounts payable teams and supervised accessory store and general store accountants.
- **Fixed Assets Management:** Supervised the processing of monthly depreciation, insurance, and addition vouchers for fixed assets.
- **Contractor Payments:** Oversaw the timely processing of payments and verification of running bills for contractors.
- **CWIP Management:** Managed the Construction Work in Progress (CWIP) for an under-construction unit, maintaining the CWIP register.

General Accountant

Kohinoor Textile Mills Ltd

08/2014 - 05/2016

Rawalpindi, Pakistan

Achievements/Tasks

- **Monthly Accounts:** Assisted line manager in the preparation of monthly accounts.
- **Receivables Management:** Reviewed receivables monitoring, aging analysis, credit limits, risk profiling of clients, and coordinated repayment and overdue issues with the collection department.
- **Audit and Tax Compliance:** Provided supervision for annual internal and external audits, and managed Sales Tax and Income Tax filings with tax consultants.

TECHNICAL SKILLS

Microsoft Power BI – A Complete Hands-On Training.

DES - Developing employability skills.

Advanced proficiency in Microsoft Excel.

Hands-on experience in Oracle ERP (R12, 11i)

MS Dynamics 365.

EDUCATION

Association of Chartered Certified Accountant

ACCA, UK

Affiliate 2015 – Membership

2019 – Fellowship 2024

BSc Hons. Applied Accounting

Oxford Brookes University, UK

Intermediate in Commerce

Punjab College, Lahore