

Naushad Ahmad  
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## Profile Summary

A dynamic professional with over 20 years of experience in Retail, B2B Operations, assortment Correction, merchandising, product display, pricing controls and delivery of quality service & all vital ingredients towards effective retailing practices. Deft in maximizing sales and profitability of assigned areas by executing company programmers.

## Core Competencies

Retail Store Operations	B2B Sales & Operations	Merchandising
Product Promotion	Assortment Corrections	Market Research

## Work Synopsis: -

## Employment Details

Dec.'18 – Till date, Co-Founder & Key Accounts Head AlTurk International Pvt Ltd.

- Successfully opened up four major mass merchant retail and B2B accounts, Metro Whole sales, Reliance Retail, Big Basket and Udaan.
- Ensure the ordered products are delivered in a timely manner
- Serve as contact point for key customers and internal teams
- Develop and maintain strategic long-term trusting relationships with high volume clients to accomplish organic growth and long-term company objectives
- Resolve customers' complaints in an effective and respectful way
- Keep abreast with industry and market trends and best practices

Feb'15 – March'18: Max (Landmark Arabia) as Area Manager, Riyadh

## Store Operations

- Leading and improving the performance of the team for adherence to the SOPs set.
- Reduced stock losses by 4%, in cosmetics category by Conducting LP health check to control high risk area of daily stores operation.
- Compliance to all Concept and Divisional Guidelines and GSOP and achieve a Satisfactory rating with all Store Audits.
- Ensure that all stores comply with all Legal rules of the various Ministries.
- Analyzing the stores' inventory position and taking the necessary proactive steps.

- Ensure that the stores become EBIDTA positive through stringent Low-cost efforts, high sell thru, high staff productivity.

### **Sales Management**

- Setting objectives for the sales team and defining the roles and goals in order that the region achieves the overall objectives.
- Increase sales by 5% in the region by implementing simple conversion process by coaching to floor staff.
- Preparation of the sales plan and delivering it to every detail during EOSS as well new season launch.
- Analyzing and providing regular feedback to the B&M team to develop the best product mix o maximize the sales.
- Monitoring closely the market dynamics and competitors, using the information for leveraging the business.

### **Key Deliverables:**

- Initiated and made a process SLAP (stock losses action plan) in high shrinkage area (cosmetics).
- Initiated and made a process individual staff productivity tracker.

### **Aug'11– Feb'15: Metro Cash & Carry, Manager Nonfood - Delhi**

#### **Highlights**

- Planning and achievement of monthly as well as annual budget and managing Department as Profit Centre by achieving desired P&L objectives.
- Drive top line sales through ensuring up selling, Cross selling and Repeat buying.
- Deliver the desired customer service standards at store level through training and Coaching.
- Responsible for the quality of stock, service, sales and losses.
- Moving goods within the store and ensuring that shelves are regularly restocked;

### **Stock & Product Management**

- Analyzing the sales of each product line periodically and improve the revenues from each line of products.
- Plan stocks as per the store sales mix and take corrective measures
- Maintaining a correct representation of every product line at the sales point in accordance with the customer profile.

### **June'10 – Aug '11: DCM Sri Ram Hariyali Bazar as Area Manager – Punjab**

- Planning and Achieving 100% Annual budget.
- Handling sales and operations for “Hariyali Bazaar” stores in Rural Market of Amritsar

Cluster.

- Sales Planning and achievement and managing cluster as Profit Centre by achieving desired P&L objectives.

#### **June'09 – June'10: Aadhaar Retailing Ltd (Future Group) –Gujrat/Punjab**

- Planning and achievement of monthly as well as annual budget and managing cluster as Profit Centre by achieving desired P&L objectives.
- Efforts involve driving sales vying effective promotional activities.
- Maintaining the inventory of all items as per their demands for obtaining a smooth flow of sales operations, offering heavy discounts to sell off old stocks and thus reduce dead inventory.
- Control Damage and Expiry by identifying top selling and least selling articles.

#### **Mar'07 – June'09: Godrej Agrovat Store Manager – Punjab**

- Day to day Store Operations, turnover of more than Rs. 8 Cr per annum from single large format admeasuring 24000 sq. Feet.
- Managing Retail business including training, supervision of people at the store end and sustaining profitable relationships with them.
- Forecasting monthly / annual sales targets and executing them in a given time frame.
- Create consumer pull in line with business plan which includes all business drivers such as ATL & BTL activities.
- Preparing & reviewing MIS with the Store team on daily basis.

#### **April'06 – Marc'07: Area Sales Manager Intas Pharma at Chandigarh HQ.**

#### **June'04 – Marc'06: Piramal Healthcare Ltd. As TBM – Delhi**

#### **June'02 – May'04: Sun Pharmaceuticals – Delhi**

### **Education**

- Bachelor of Science MJP Ruhilkhand University Bareilly.

### **Personal Details**

Date of Birth: 10th June, 1978  
Address: R1206, Stellar Jeevan Gr. Noida.  
Languages Known: English, Hindi, Urdu, Arabic and Punjabi.