

SHADAB AHMAD

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Seeking Toys Buyer / Merchandise Planner / Retail Operations Head / Quantity and Budget Planning / Business Development With a Growth Oriented Organisation.

## PROFESSIONAL SYNOPSIS:

- A dynamic professional **with 17 years** of rich experience in Planning, Retail Operations, Sales, Merchandise with group and subgroup, Promotional Activities, Season Planning, Stocks Distribution, Local Buying
- *Presently working at Toyland Company, as purchasing manager and merchandise planner Jeddah KSA.*
- *I worked at Landmark Group, as a Toys Merchandise Planner and Purchasing Manager Al Khobar, Eastern, Saudi Arabia (Year 2005-2021)*
- A keen planner, strategist & implementer with demonstrated abilities in devising department business plans & strategies for accelerating the department growth.
- Proficient in overseeing merchandising & product promotions for enhancing the brand image and visibility.
- Expertise in managing business operations with key focus on top line profitability by ensuring optimal utilization of resources.
- Result oriented record of streamlining the working SOPs for enhanced operational effectiveness.
- Demonstrated abilities in cementing healthy relationship with vendors for generating business and leading workforce towards accomplishing business goals.
- Proven skills in managing teams to work in sync with the corporate set parameters & motivating them for achieving business and individual goals.
- An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities. Possess a flexible & detail-oriented attitude.

## **COMPETENCIES:**

### **Strategic Planning**

- Establishing short / long-term budgets in tune with the corporate strategies for achieving business targets.
- Analysis of daily report to keep an eye on performance of brands and suppliers.
- Analysing & reviewing the customer response/ requirements and communicating the same to the team for accomplishment of the business goals.
- Checking upcoming toys in the markets.
- Analysing Margin achievement.
- Maintained SKU's mix in all Categories/Brand/Gender

### **Retail Operations**

- Assisting in formulating promotional plan for retailing activities, for having an edge over our competitors in consultation with top management for organisational development.
- Planning and promoting exclusive labels, to enhance the bottom-line and improve the business profitability.
- Maintaining the department and its VM as per the expectation of the company standard.
- Responsible for demand forecasting & ensuring optimum inventory levels to meet the market requirements.

### **Sales**

- Overseeing the day-to-day operations, there by achieving increased sales growth.
- Utilizing customer feedback & personal observation to provide better options for generating leads.
- Identifying streams for department growth & developing action plans to build customer preference.
- Conducting like to like store analysis for top sellers & achieving desired budget.

### **Vendor Management**

- Developing relationships with brand managers in target Brand for business development.
- Interfacing and sharing customer feedback with vendors to cater customer needs.
- Discussed about new lines and promotions

## **ORGANISATIONAL EXPERIENCE:**

**Worked as a Toys Department Coordinator/Toys Local Buyer from July 2010 to Oct 2021 LandMark Group, Dammam (KSA).**

**Currently Working Purchasing Manager at Toyland Co, Jeddah**

### **Key Deliverables**

- Responsible for the achievements of the department's top-line targets.
- Daily proceeding Top Seller/Local Purchase items sell through report and taken action on it
- Preparing strategies to improve the customer satisfaction boost conversion and increase cash memo size.
- Strategizing the sales plans.
- Managing the entire department & floor process.
- Maintaining and improving the service standards.
- Spearheading the team and ensuring adherence to the company values and policies.
- Improving the profitability and resource management.
- Accountable for controlling of the inventory and shrinkage.
- Improving the stock turns and merchandise availability.
- Allocation and Pricing (Import & Local GRN).
- Reviewing fast selling SKU's and Local Purchase items sourcing for E-com business
- Communicating to the store team for promotions with shop wise SOH and discount% details

*Proven track record of consistently overachieving the budgets against all odds.*

*Performed an imperative role in improving the learning and development of the team.*

*Significantly improved the overall store/ department's image and customer experience.*

*Proved instrumental in improving the top-line and bottom-line.*

## **PREVIOUS EXPERIENCE:**

### **Tenure**

June 2005 – June 2006  
July 2006 – June 2008  
July 2008 – June 2010  
July 2010 – Till Date  
Nov 2021 – Till Date

### **Company Name**

**Landmark Arabia**  
  
**Toyland Co, Jeddah**

### **Designation**

Senior Sale Executive  
Toys Dept shop In-charge  
Shop Manager  
Toys Dept Head/Local Buyer  
Purchasing Manager

## ACHIEVEMENTS & RECOGNITION:

- Best Groomed Staff Feb, 2006
- Best Store Employee Of The Month April, 2013
- “WOT” Event Budget Achievement Appreciation Certificate Jan 2019

## QUALIFICATIONS:

- Bachelor Degree in Commerce (B.Com) from UPT (2005), Lucknow ,UP.
- 12th from RDM Inter Collage (2002), Jaunpur, UP.
- 10<sup>th</sup> from MOHD Inter Collage (2000), Jaunpur, UP.

*IT SKILLS* – Windows, MS Office, C+, Visual Basic, Oracle (RPM, SIM, WMS, RMS, ER (Business Intelligence), Odoo & Internet Applications

## PERSONAL DETAILS:

Date of Birth : 30 June 1984  
Marital Status : Married  
Iqama : Transferable  
Passport No : K5709153  
Nationality : Indian  
Languages Known : English, Hindi & Urdu (Spoken & Written) , Arabic (Spoken only )  
Valid Driving Licence : **Have KSA Driving Licence & Have a Vehicle also**