

**FAIZAL IBRAHIM**  
**MANAGERIAL ASSIGNMENTS**



**PROFILE SUMMARY**

Results-driven retail professional with 14+ years of experience in large-format retail with Landmark Group (Iconic & Home Center). Expertise in store operations, team leadership, sales growth, inventory control, customer experience, and P&L management.

- **Retail Operations & Sales** - Hands on experience in managing multiple store which includes Store Operations, Inventory Management, Customer Service and Implementation of SOP as per the company guidelines.
- **Managing P&L** – Identify cost savings opportunities on the direct & indirect expenses, implement alternative ways to minimize and control spends. Initiate market research where required to implement changes and maintain track record to be inline allocated budget.
- **Training and Development** – Excellent interpersonal, communication, team building and customer relationship management skill with extensive ability to work in multi-cultural environment.
- **E-commerce and Online** - Mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems.

**SUCSESSES**

**PROFESSIONAL OVERVIEW At Landmark group**

**Home Center** – Department Manager (2020 – Present)

- Manage end-to-end department operations
- Lead team of 40+ associates
- Drive sales, VM standards, inventory accuracy, and customer satisfaction

**ICONIC** – Store Manager (2017 – 2019)

- Full responsibility for store sales, P&L, and operations
- Achieved 98% BOE Audit score

**WORK EXPERIENCE IN INDIA**

One-Year Experience in Computer Hardware Technician at Razvi Computers, Manipal Road, Udupi

Two Year Experience in Computer Hardware Technician at CompShopInfotech, kunjibettu, Udupi

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Email: faizmishu77@gmail.com

**CORE COPMPETENCIES**

- Commercial Focus
- Relationship management
- Business Decision Making
- Operational Focus
- Planning and Execution

**ACADEMIC CHRONICLES**

- Diploma in Computer Hardware and Networking at Manipal Institution Of Computer Education (MICE) Udupi

**TECHNICAL EXPERTISE**

- Oracle – SIM, RMS, WMS
- MS World, Excel, Power point

**PERSONAL DETAILS**

Date of Birth: 12<sup>th</sup> April 1989  
Nationality : Indian  
Passport No: H2669094  
Marital Status: Married

Address Home Country:  
6/218 Faizal Manzil, Udupi,  
Karnataka, 576105

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**PROFESSIONAL EXPERIENCE:**

- Responsible for achieving Sales target and Commercial profit
- Customer delivery operation. Managed store have a strength of 40+ staff operating day and night.
- Maintained high standards of visual appearance throughout the store including all non-retail areas.
- Ensured accurate stock merchandise and management (stock ageing, stock loss, space management) within the store
- Ensured all point of sales activities in the store operates smoothly which includes - sales transactions, tracking customer orders and payments, registering sale and maintaining inventory updates, providing service, handling returns and refunds, gathering consumer data for feedback's.
- Prepare reports by collecting, analyzing, and summarizing information of daily, weekly and monthly sales for sub group wise, and weekly discussion with team members to fix the action plan and implementation
- Maintaining data entry about Stocks Inventory in and out, Damages, Expenses, profit and losses Analysis.
- Store fulfillment, Receiving and clearing of click and collect E-commerce functions
- Review and provide regular feedback and staff's performance against expectations.
- Ensure effective resource planning and succession planning.

**COMPLETED PROJECTS**

Objective and Learnings

- Implement of Visual Merchandising Principles
- Understanding the customer Flow and Buying Pattern
- Identifying Hot spots and Cold spots within the store.
- Identifying of potential merchandise that encourage customers to buy without giving a second thought
- Potential growth of UPT (Minimum growth of 5% on LFL)

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**JOB DESCRIPTION:**

**1. Drive Region Sales & growth for the concept**

- Drive end to end retail/store operations
- Implement the mark down strategy in alignment with business/retail head directions
- Manage Concept frontline Staff including store managers for driving sales & operational excellence
- Maintaining work discipline among the staff
- Developing performance oriented culture among staff

**2. Customer Focus**

- Focus on customer lifecycle at stores ensuring satisfaction covering trends, shopping experience & competitors strengths
- Drive the footfall strategy for concept stores in the region
- Responsible for maintaining the event calendar (e.g., Sale, Ramadan, Back-to-School) in line with the concept strategy
- Leverages analytics on customer insights & millennial' expectations to drive sales

**KEY SKILLS**

- Amiable Personality, Strong Communication Skills, Excellent Presentation Abilities
- **Hardworking**, Committed, Practical
- Ability to Work Under Pressure, Team Player with Leadership Qualities
- Excellent Presentation Abilities Hardworking, Communication.
- Speaking Arabic, Strong Communication

**Declaration**

I here by declare that all the information given above is true to the best of my knowledge.

Date: - \_\_\_\_\_

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**Faizal K Ibrahim**