

MUHAMMAD OVAIS ULLAH



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📍 : House R-19/20, Owais Homes Society, Block 19, Gulistan-e-Jauhar, Karachi, Karachi, Sindh.

DATE OF BIRTH: 01-12-1993.

NATIONALITY: PAKISTANI.

MARITAL STATUS: SINGLE

GENDER: MALE

SUMMARY

Experienced professional with a demonstrated history of working in the retail industry. Skilled in Retail Sales, Sales Planning, Retail Management, Flair for numbers, Planning & organizing skills, Good Knowledge of Merchandise planning, Good Knowledge of Retail, Fashion & Product. I am used to a fast-paced environment and multi-tasking passionate about helping others and enjoy interacting with people. In addition, I possess the following skills, abilities, and personality traits. Hardworking, honest, dedicated Goal-oriented, highly motivated, and resourceful. Ability to effectively relate to customers within a sales environment. Ability to professionally present and solicit services and products to potential and existing clients. Strong organizational skills. Ability to take initiative and act effectively individually and as a team member. Strong listening, oral, and written communications skills Ability to learn and become proficient with products, services, and various applications Strong computer and technical skills. Ability to pay close attention to detail and accuracy. Excellent reputation for resolving problems, improving customer satisfaction, and driving overall operational improvements. Consistently saved costs while increasing profits

EXPERIENCE



SJS INTERNATIONAL COMPANY

COSMETICS | LINGERIE | FRAGRANCES

Designation: AREA SALES MANAGER (SINDH & BALOCHISTAN)

Duration: OCTOBER 22 – CONTINUE

Major Controls:

- Retail Operations
- Recruitments.
- Expansions.
- Resource Management
- People Management
- Marketing / Advertising.
- Vendor Management
- Retail Metrics / Development / KPI
- Training & Development
- Relationship Management
- IT & Technical Skills: MS Office (Word, PowerPoint, and Excel) | Dynamics365 | ORACLE.
- Meeting & exceeding sales targets for the assigned territories.
- Identifying and acquiring new customers, as well as up-selling to the existing customer base.
- Managing the entire sales cycle from prospection through to successful closure.
- Building strong relationships with key accounts.
- Build a strong pipeline and ensure accurate sales forecasting and account planning.
- Coordinating with other teams to ensure smooth delivery of products & services.
- Prepare regular reports and participate in regular meetings to review performance.
- Analyzing market trends and competitors' activities and formulating strategies to respond to these.
- Worked with store managers on team building and training to reach companies set goals and KPIs.
- Educate shop floor staff and managers on product knowledge, through in-store tutorials and motivate them.
- Done consistent store visits, weekly touch bases, surprise visits, and consistent follow-up and open availability to the team.





GUL AHMED TEXTILE MILLS LIMITED



Designation: BRANCH MANAGER (IDEAS FLAGSHIP STORE, LuckyOne Mall, Karachi)

Duration: MARCH 22 – SEPTEMBER 22 (7 months)

Major Controls:

- Retail Operations
- Resource Management
- People Management
- Merchandising
- Marketing / Advertising
- Vendor Management
- Retail Metrics / Development / KPI
- Continuous Sustained Growth
- Budget / P&L
- Training & Development
- Relationship Management
- IT & Technical Skills: MS Office (Word, PowerPoint, and Excel) | Dynamics 365.
- Develop business strategies to raise our customer pool, expand store traffic, and optimize profitability.
- Meet sales goals by training, motivating, mentoring, and providing feedback to sales staff.
- Maintain outstanding store condition and visual merchandising standards.
- Report on buying trends, customer needs & daily/monthly/yearly sales statistics.
- Conduct personnel performance appraisals to assess training needs and build career paths.
- Deal with all issues that arise from staff or customers (complaints, grievances, etc.).
- Responsible for driving the assigned store to achieve sales, conversion, and stock accuracy targets.
- Ensure all relevant documents & administration duties are being performed at the store level or communicated on time for various departments; such as HR, Distribution/Inventory, Finance, and other relevant departments, on the general operation of the stores.



SUN SPORTS



SUNSPORTS COMPANY (7 Years)

Designation: RETAIL MALL MANAGER.



Duration: JULY 2016 – OCTOBER 2021 (5 years, 4 months)

- Leading following Stores
 - ❖ **ADIDAS (LUCKYONE MALL, KARACHI, PAKISTAN)**
 - ❖ **REEBOK (LUCKYONE MALL, KARACHI, PAKISTAN)**
 - ❖ **AEROPOSTALE (LUCKYONE MALL, KARACHI, PAKISTAN)**
 - ❖ **ECKO UNLTD & ZOO YORK (LUCKYONE MALL, KARACHI, PAKISTAN)**
 - ❖ **SUNSPORTS (SHAHEED E MILAT, KARACHI, PAKISTAN)**
- Direct and supervise retail staff across several retail outlets to ensure they meet set objectives.
- Train the trainee Managers.
- Customer Services.
- Inventory Control Management. (Record! 100% IRA, cost & Value from the Joining)
- Customer Complain handling.
- Customer Relation Management.
- Month to Date & Year to Date Analysis.
- Visual Merchandising maintenance of the Store
- Tacts to increase the footfall of the customers.
- Handle the staff regarding (Discipline, Personal Grooming & Customer satisfaction)

- Communication with the Supply chain regarding stock management and requirement.
- Product Knowledge and cascade it with subordinates.
- Expenses control management for PLN for the store.
- Enveloped, updated, and maintained a database of existing and potential customers in[Software].
- Identified and resolved process issues to encourage smoother procedures, more efficient workflow, and overall business growth.
- Maintaining 95% accuracy on monthly F-ARMs and VM audits.
- Setup promotional product displays weekly for targeted product sales
- Support the process of business planning with Key vendors/suppliers covering Monthly/Quarterly/Half yearly & yearly activity calendars.
- Communication with all warehouse managers and senior management to ensure smooth business operations

► **BRANCH MANAGER**

LOCATION: ADIDAS SHAHEED-E-MILAT STORE (KARACHI, PAKISTAN)

Duration: FEB 2015 – JUNE 2016 (1 year 4 months)

► **CATEGORY MANAGER MEN'S**

LOCATION: ADIDAS DOLMEN MALL CLIFTON (KARACHI, PAKISTAN)

Duration: NOVEMBER 2014 – FEB 2015 (4 months)



SPEED SPORTS PVT LTD (2 Years 3 MONTHS)

Designation: SALE ADVISOR, (NIKE STORE, THE FORUM MALL)

Duration: MARCH 2011 – MAY 2013



ACADEMIC QUALIFICATION

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|--|------------------|
| ► <u>BACHELOR OF ARTS</u>
UNIVERSITY OF KARACHI | PASSED YEAR 2019 |
| ► <u>INTERMEDIATE ARTS</u>
BOARD OF INTERMEDIATE EDUCATION KARACHI | PASSED YEAR 2016 |
| ► <u>MERIT 'N' MERIT SCHOOL, KARACHI</u>
MATRICULATION (SCIENCE GROUP) | PASSED YEAR 2010 |

SKILLS

- | | | |
|------------------------------------|--------------------------|-------------------------|
| ❖ COMMUNICATION | ❖ PEOPLE MANAGEMENT | ❖ MERCHANDISING |
| ❖ RETAIL OPERATIONS | ❖ INVENTORY MANAGEMENT | ❖ LOSS PREVENTION |
| ❖ RECRUITING | ❖ DIRECT SALES | ❖ PUBLIC RELATIONS |
| ❖ TEAM LEADERSHIP | ❖ VISUAL MERCHANDISING | ❖ NEW STORE DEVELOPMENT |
| ❖ PLANNING & ORGANIZATIONAL SKILLS | ❖ LEARNING & DEVELOPMENT | ❖ RESOURCE MANAGEMENT |

ACHIEVEMENTS

- ❖ Led as IN-Store Product Trainer for Adidas & Reebok stores.
- ❖ Nominated for In-Store Capability program GCC region and passed all sessions.
- ❖ Achieved the Highest flush Out Lawn sale in 2022 at Ideas LUCKYONE Mall, Karachi.
- ❖ Adidas Model Store 2.0, Achieved 3rd position at GCC region Competition.
- ❖ Promoted from Branch Manager to Retail Mall Manager after 1 year of Outstanding Performance
- ❖ Highest UPT, ATV Achiever of the year at Sun Sports.

HOBBIES

- | | | |
|----------------------------|--------------|------------------------------|
| ❖ CRICKET | ❖ TRAVELLING | ❖ FOODIE |
| ❖ PHOTOGRAPHY | ❖ MUSIC | ❖ READING BOOKS & NOVELS |
| ❖ ENJOY CAMPING ADVENTURES | ❖ PC GAMING | ❖ VJDEO EDITING AND VLOGGING |

REFERENCES AVAILABLE ON REQUESTS
