

## SARFARAZ MUKADAM

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**In quest of managerial level assignments in Retail Store Operations / Merchandising with a growth oriented organisation.**

### Professional Abridgement

➤ A Seasoned professional with **over 14+ years** of proven abilities in:

- |                           |                           |                        |
|---------------------------|---------------------------|------------------------|
| ~ Strategy Planning       | ~ Retail Operations       | ~ Revenue Generation   |
| ~ Channel Development     | ~ Business Development    | ~ Competitor Analysis  |
| ~ General Administration  | ~ Merchandising           | ~ Purchase Management  |
| ~ Liaising / Coordination | ~ Inventory Management    | ~ Visual Merchandising |
| ~ Vendor Development      | ~ Relationship Management | ~ Team Management      |

➤ **Currently associated with Apparel Group- Brand Name- Nine West, Bahrain as Sr.Sales Associate**

**Working Period – Since Apr-2015 To April 2020**

- Promoting and selling company products
- Assisted in the planning/implementation of marketing efforts resulting in significant revenue growth, each year
- Assist in new product merchandising.
- Manage and develop sales team
- Interacted with customers on a daily basis often receiving positive feedback for provided services.
- Trained junior staff in various activities including understanding of the brands and lines
- Coordinated Inventory control; Performed Quarterly Inventory inspections

➤ **Worked with Pavers England, Mumbai as Asst.Store Manager.**

**Duration – From Aug-2012 To March-2015**

- Explain product features and benefits, as well as technical specifications, to customers.
- Build and maintain strong major account business-to-business relationships
- Motivate the store sales team to reach and exceed sales goals.
- Ensure that every customer receives the highest level of customer service.
- Responsible for effective management of inventory and company operating systems.
- Maintain and promote merchandising standards in the store.

➤ **Worked with Catwalk Worldwide Pvt. Ltd., Mumbai as Store Operations Manager.**

**Duration : From March-2008 To July-2012**

- A proactive planner with a flair for managing Retail Operations, Merchandising and Business Development activities, thereby contributing towards enhancing business volumes & growth.
- Adept in analysing competitive markets in terms of features, benefits & quality assurance as per buyer standards.
- Exposure in handling the profitability of store operations and accountable for optimum utilization and deployment of available resources to achieve organizational objectives.
- An effective communicator with excellent relationship building & interpersonal skills.

➤ **Worked with Regal Footwear Pvt.Ltd., Mumbai as Footwear Sale/Store Assistant**

**Duration : From March-2004 To Jun-2008**

- Reported to the Assistant Store Manager/Supervisor.
- Assisted the Store Manager in the smooth running of the store through effective management and development of staff ensuring store operations were carried out at all times .
- Assisted in the efficient running of the store.
- Ensured high standards of customer service and housekeeping.
- Ensured regular replenishment of stock on the sales floor.
- Assisted with stock deliveries.
- Ensured company security procedures were followed at all times.
- Developed and maintained product knowledge.

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**Career Contour**

**Since Mar'04 working with Footwear Group as Retail Store/Sales/Branch Manager**

**Key Deliverables**

**Store Operations**

- ⌘ Implementing sales promotional strategies to enhance sales volume & attain maximum customer satisfaction.
- ⌘ Developing and implementing the sales & service plans for the store to meet business objectives.

**Retail Operations**

- ⌘ Coordinating merchandising activities like window display in tune with market profile, mapping store display to make an effective visual impact for higher conversion.

**Notable Milestones**

- ⌘ Attended customer service training from Pavers England and Catwalk

**Professional Enhancement**

- ⌘ Attended 3 Months Training from Catwalk (Customer Service & Store Operation)

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**Scholastics**

- ⌘ School Secondary Certificate (Mumbai Board)

- ⌘ **Software Skills:** Well versed with Retail-PRO, MS-Office & DBA, Tally 7.4, ERP, SAP, Team Team, Retail Unlimited and Internet Applications.

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**Personal Snippet**

- ⌘ Date of Birth : 06 FEBRUARY 1984
- ⌘ Address : Dhamaskar House , Near Masjid Manori Village,  
Malad Marve road, Malad (w) Mumbai: 400095
- ⌘ Languages Known : English, Hindi, Marathi
- ⌘ Nationality : Indian
- ⌘ Marital Status : Married
- ⌘ No. of Dependents : 05
- ⌘ Passport Details : Passport Number -  
Date Of Issue -  
Date Of Expiry -