

## Curriculum Vitae

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Date of Birth : 20 / 12 / 1980  
Visa Istatus : Employment Visa  
Marital States : Married  
Driving lisince : UAE

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### Objective

Retail manager ensure that the retail store they are working for is running smoothly. In charge of management schedules, budgeting, purchasing activities and even perform accounting tasks.

Work is usually carried out to maximize sales and endorse customer satisfaction. Hire and train staff, assign duties, guide teams to meet sales targets and perform all other administrative duties.

Desire a Retail Manager position. Offering strong leadership skills coupled with excellence in customer orientation in order to organize the store's operations and sales goals.

### Experience

**Company:** Jovial Watch Co. Dubai.

**Preface:** Jovial Swiss watch was founded in 1929 in LA Chaux-de-Fonds.

The head office in Bienn city and the regional office in Dubai, JOVIAL have 55 exclusive Shops mostly focused in the Middle East area, and many dealers Worldwide. Jovial Products (Watches – Perfumes – Pens – Sun glasses – Ladies bag And Leather Products)

**Position:** Retail Marketing Manager  
(01 /2006 - until now))

**Responsibility Description:**

Handle 12 showrooms in UAE, with 38 expert salesmen, support Sales & marketing for our office in KSA, handle business plan and sales for agent of Sudan.

**Staff & Customer Care:**

- ☞ Hiring, training, supervising and appraising staff, Provide Them with product knowledge
- ☞ Make the schedule of workers
- ☞ Notify staff of new procedures or policies
- ☞ Assign workers to specific projects such as redisplay or restocking
- ☞ Supervise and control all arrangements related to client's queries.
- ☞ Coordinating with internal and external customers as necessary.
- ☞ Coordinate the preparation of month-end sales MIS for the sales teams and the payment of commissions.
- ☞ Build and maintain effective communication with relevant teams and units to ensure free flow of information, ideas and feedback. Make sure staffs give good customer services.
- ☞ Receive new idea and suggestion from staff to be collected, reviewed and evaluated, Develop a program estimate of the reward those who contribute the best ideas during the year.
- ☞ Handling & filtering customers' complaints received
- ☞ Responsible for communication and negotiation with dealers, some government, big private establishments in UAE and 3 agents in Middle East.
- ☞ Responsible for company's participation in local exhibitions ( contract, build, display and full managemnt

### Boutiques:

- ☞ To ensure that all performance issues, and other issues within the shop, are addressed in an appropriate and timely manner.
- ☞ Effectively manage the performance of store managers to drive and maximise sales performance across all sites, coaching direct reports to reach their potential.
- ☞ Ensure all stores adhere to compliance requirements in all areas of operational activity, company policies and procedures
- ☞ Ensuring that stock levels are constantly maintained and that there are no shortages.
- ☞ Managing budgets for all showrooms
- ☞ Maintaining statistical and financial records
- ☞ Overseeing pricing and stock control
- ☞ Place orders with vendors or wholesalers
- ☞ Setting up sales promotion plan to achieve and increase sale target.
- ☞ Manage the sales cycle of the shop, Make reports about best sellers for all brands
- ☞ Reporting weekly and monthly all above responsibilities to the upper management.

### Back Office:

- ☞ Managed catalog and price list production, including creative direction, photo shoots, bid process and press checks
- ☞ Launched introduction of new product to marketplace, including packaging, sales aids, visual merchandising, public relations, media planning and annual trade show attendance.
- ☞ Maximising profitability and meeting sales targets by found solution for slow moving models and promotional lines.
- ☞ Design and manufacture all company customize display gift products, profile, giveaways.
- ☞ Handle all company social media ( Facebook-YouTube channel – linked In – Mail Shoot and SMS shoots.
- ☞ Assisting online customers with their inquiries by providing guidance via e-mail (such as customer care, customer service and Contact us), telephone and traditional mail
- ☞ Send SMS shots and EMAIL shots for customers in all occasion ( Greeting, Special offers, New arrival and festival discount)
- ☞ Single handedly managed the 'VIP Preferred Customer' loyalty marketing and market research programs. Analyzed 'Preferred Customer' database to reduce undeliverable promotional materials.
- ☞ Monitored market trends and competitor activity to ensure high campaign ROI and customer retention.

### Company: Unilever Mushreq . – Egypt

**Preface:** manufacturer of leading brands in foods, home care and personal care . Have many Agent around the world and many distribute offices in Egypt under the supervision Of the agent. Unilever products are (Lipton tea – Clear – Omo – Dove and ..... more)

### Position: Sales executive

#### Responsibility Description:

- ☞ Responsible in executing orders and customer follow up delivery and payment.
- ☞ Provide all customers with new collection and new promotions.
- ☞ Make good relation with my customer and listen for them suggestion and complains.
- ☞ Trying to solve the complains of customers by myself and if can't inform My management with it.
- ☞ Make report about best customers and best units of products.
- ☞ Reporting daily, weekly and monthly to the management.

((3/2004 - 1/2005))

**Company:** Shooter General Trading, Dubai

**Preface:** member of (Bin Mansour Group). Responsible for selling & Marketing for printing press products. Shooter products are (envelopes – magazines – books – letter-head)

**Position:** Sales executive

**Responsibility Description:**

- ☞ In Shooter we are supplier for stationary and plastic item for most of Government establishment's, ministries and banks in U.A.E.
- ☞ Responsible in executing orders and customer follow up.
- ☞ I am player in team work .and have good experience to make good relation between Company and customer.
- ☞ Find ideas to open new market and increase our sales.

((9 / 2003 - 2 / 2004))

**Company:** Egypt Pharma Group., Egypt

**Preface:** Medical Company Production, marketing and distribution of pharmaceuticals, Cosmetics, veterinary products, insecticides and industrial detergents in Egypt.

**Position:** Area Salesman

**Responsibility Description:**

- ☞ Responsible in executing orders and customer follow up in Mansoura area.
- ☞ Follow up the delivery to customers and collect the payment.
- ☞ I setup good relation between company and customers.
- ☞ Provide our sales management with customers needs and our competition in the market.
- ☞ Make reports about best sells units.

((7 / 2001 - 12 / 2002))

**Education**

2001

Mansoura University, Faculty of Commerce  
Bachelor's degree in Commerce & business administration

**Additional Skills**

**Computer literacy** Diploma in Computer Knowledge from Mansoura University  
Knowledge of Adobe Photoshop - Proshow media for movies

**Website Profile:** <http://www.facebook.com/mohamed.khshaba?ref=profile>

**Languages** Arabic (native), English – written, reading and spoken, good

**Personal Skills**

I am active, dynamic, honesty, respect and self dependent person, Cooperative person and believe in team spirit, working under pressure, Smart, presentable and excellent experience in customer service skills, High presentation and communication skills.

Always trying to modify & update myself through taking different courses in various subjects to increase my personal & technical skills

### Successful marketing deals:

- Yearly participation with shopping malls marketing campaigns.
- Discount agreement with ( society of engineers - Dubai air port free zone DAFZA – Dubai Police – Ministry of economy – RTA – high collage of Technologies HCT, department of Tourism, Dubai Silicon oasis authority, Securities & Commodities Authority SCA, EGYPT & SYRIAN Embassy – And KM properties).
- Cash gift voucher sold for Dubai police 2014.
- Dhabai discount booklet & Emaratia discount booklet with Abu Dhabi Chamber of commerce 2008 to 2013, Dubai Passport 2009 to 2013 Dubai Government.
- Sign contract with many loyalty card company (Amal group, Val Card, Autism trust, Go2Emirates).
- Touch point program for Abu Dhabi Commercial Bank ADCB.
- Agreement between Jovial and some local banks (Credit card holder).
- Marketing deals with some international hotels( Holiday In – Coral – Golden Tulip- Millennium)
- Sponsor for watch & jewellery show Expo centre Sharjah 3 Years.
- Sponsor for Perfect wedding show Expo centre Sharjah 2 Years.
- Main Sponsor for watch & jewellery show AJWEX Al Ain 2 Years.
- Exhibitions (ADNEC Abu Dhabi - Expo Sharjah – Al Bader Al Ain – Al Bader Rak Plan B And Reignite in Dubai (Jewelry& Watches, Wedding, SAVEX and XS show)
- Dealing with some government establishment ( Department of tourism – Islamic affairs – Dubai police Al Ahli Club – RTA – oasis Silicon)
- Ramadan Festival with chamber of commerce in RAK as (Silver sponsor ) 3 times
- Silver sponsor for Dollarat Wa Sayrat program, Al Adyat program in Infinity T.V and submit idea for new program TRY & WIN.
- Participate with Abu Dhabi T.V in program Suall Ala Tayer 3 Years
- Design new advertising with Kul Al'Usra & Al Kkhaleej Newspaper.
- Silver sponsor for Sharjah Government and Handicare Champion & festival in Ramadan 2009 – 2013
- Sponsor for annual party for RUSH magazine and Awards prizes to the winners.
- Main sponsor for Sharjah ladies club three years 2010 – 2013.
- Main sponsor for Ladies sport department for 3 years 2010 – 2013.
- platinum sponsor for Annual Corporate Party event for Golden Tulip hotel Dubai & Millennium Hotel Sharjah
- World Cup Festival with United Group (Shop, Vote and Win).
- Main sponsor for annual events 2010-2013 in Sharjah ladies club 4years.
- Partner with Lyalina Magazine for one year Advertising.
- Platinum Sponsor for Louluat al khalej magazine 1 year.
- Advertising in marketing magazine like ( ALMONTJ, Al NEQ )
- Create promotion for slow moving models and stock Nov- Dec 2010 to 2012.
- Member in online trading website ( Tejari, Souq.com , Logta Mall, and Coupon )
- Deal with NERVA Co. for Social media marketing
- Silver sponsor for world handicare cup – Sharjah 2012
- Sponsor for first Arab women sports tournament
- Handle all company advertising in local newspapers and popular magazine.
- Sponsor for Tarek Al Aly Theatrical in RAK 2013.
- Sponsor for celebration of 43th UAE national day at Art Couture in Al Badia Golf Club.
- Sponsor for 10 Years Anniversary with Dubai Autodrome.

### Deals still working on it:

Air miles, Skywards, Dubai airport duty free, wall clock in airports. LED screen On JOVIAL main office Dubai.

## Honours and Awards

☞ **JOVIAL WATCH CO.**

Outstanding Performance in 2010

☞ **Sharjah ladies club, 12/2010 – 06/2011**

Recognition of efforts and contribution towards excellent sponsorship.

☞ **JOVIAL WATCH CO.**

Certificate of Appreciation for outstanding efforts and dedication in sales and marketing 2009 – 2010 – 2011

☞ **Sharjah Government and Handicare Club , 2009- 2010- 2011**

Recognition of efforts and contribution towards excellent sponsorship.

## Reference Contact?

- Upon request

I hereby certify that all the given information above is true and correct. And if given A chance to be a part of your company I promise to do my best to be an asset.

***Mohammed Khashaba***