**Mohammed Shoeb Ali Abbasi Retail Area Manager**

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# Personal & Professional Profile

* + S a l e s a n d Business D e v e l o p m e n t .

A proven track record and over 18 years’ experience, building, leading and motivating team. Most recently as a City Manager delivering outstanding results in a sales environment. Expert in managing the performance and development of individuals. Now looking to make a continued significant contribution for a company that offers a high On Target Earnings (OTE) and an opportunity for career development with in similar sales environment that rewards on merit

# Work Experience

 Retail Team Lead

 Duroflex Pvt Ltd

 AP & TS

 Period 1/01/2022 till Date

* Handling operations of all the stores in AP & TS
* Drive individual and store team's performance, through the achievement of KPI's, to reach targeted goals
* Manage, train and coach all store staff in sales, product knowledge and operating activities, providing constructive feedback, annual performance reviews and Individual Development Plans
* Create staff schedule to drive store goals and store profitability
* Conduct workforce management activities
* Ensure store execution of product merchandising, marketing and POP standards
* Ensure company policies, including appearance and functionality standards, and state regulations are followed
* Ensure timely open and closing procedures
* Manage stock inventory levels for assigned stores
* Provide technical and product knowledge information to associates and Managers, serve as subject matter expert

City Manager (AP & TG)

OS Associates (Project Airtel Fastag) Telangana& Andhra Pradesh Period: 15/ 09/2019 –30/11/2021

* Managing new/existing Products, Portfolio for prepaid cards (Fastag), SB accounts.
* Conceptualize and evaluate new functionalities for increasing customer engagement.
* Manage new development/enhancement projects for prepaid cards (Fastag) by working closely with the cross-functional teams.
* Analyzing the trends on prepaid cards (Fastag), category, segment and work towards developing new/improved product offerings with an objective of acquiring new customers, with improved customer experience and reduced cost/risk.
* P&L responsibility for card products to deliver targeted growth.
* Managing all key business drivers such as cost, revenue, portfolio management and attrition
* Training & operational management of front-line sales & enabling them to achieve the sales targets
* Effective liaising between various Inter - departments & regulatory agencies like NPCI, NHAI etc.
* Attention to detail
* Structured approach to tasks and ability to track activities to closure

# Sales &Business Development

Rasasi Perfumes Industry UAE

**Period:** 06 / 2015 – to 12/2018

* Overseeing the complete business activities in the region by travelling frequently to assigned area.
* Managing the organization’s export sales in the designated territories and achieve the company Export sales targets with regard volume, sales value and profitability by using own personal selling efforts or with the sales support of the appointed distributors.
* Ensure appropriate selection of the distributors in territory.
* Including market and competitor intelligence gathering.
* Coordinating with country manager and marketing director in issues related to market and competitor intelligence.
* Support company’s continuous growth plans through export sales, distribution, and business development and marketing activities in the assigned markets.
* Act as primary point of contact between clients & the employer.
* Achieve sales targets & handled business and product development
* Ensure that each customer’s needs are met, with the goal of increasing sales.

# Area Operations Head

Univercell Telecommunications India

**Period:** 10 / 2013 - 01 / 2015

Univercell Telecom was formed in 1997 as a result of the experience. Our field of expertise is in dealing with business customer who wishes to have a cost-effective telecoms supplier, with a stable network and excellent customer services.

* Manage all operations of multiple stores
* Provincial storehouse accountability, supervise all stock. Implement sales scheduling, oversee loss prevention curriculum
* Developed and delivered a store level business development plan.
* Facilitated individual’s personal and career development.
* Established and maintained clear, effective communication channels that enhanced employee engagement
* Set up Store Strategies and Plans, and closely managed the budget and maximized operational efficiencies.
* Organize widespread marketing, merchandising and sales functions. Supervise operations of 14 stores in metropolitan district.

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#  FOFO Executive

Telenor

* India
* **Period:** 11 / 2009 - 09 / 2013

Responsible for identifying ideal location to rollout FOFO retail stores in the zone erecting up the stores for customer service within the given timelines, ensuring successful injection of IT rollout and tunneling. Recruiting, training & motivating the employees, to startup with sales & targets, work on stores profitability which leads to EBITDA positive.

# Responsibilities

Identification of ideal location for FOFO retail stores rollouts

Need to acquire franchisee or channel partner for FOFO retail stores to rollout mini stores.

Ensuring all the legal compliance and company policies are followed without any deviation during the rollout Process

Coordinating with different vendors in the process of rollout activity

Recruiting, training & monitoring the performance of the team members to ensure efficiency in sales, operation and meeting of individual and group targets

Responsible for making the stores live for customer service and sales within the given timelines. Responsible for achieving assigned targets to each store in the zone.

Need to work on catchment area mapping plan and SMEs to achieve the target. Auditing the store once in fortnight to avoid revenue leakage.

Ensuring all the retail standards like visual merchandising, retail experiences etc. are implemented

# Sales Executive

Dell

* India
* **Period:** 04 / 2006 - 07 / 2009

Taking inbound calls and placing orders Adherence to compliances

Daily Monitoring of performance vis-à-vis targets

Responsible for meeting and exceeding Monthly and Quarterly targets Responsible for resolving Customer Queries and Escalations to have well Customer Experience, consistently delivering on business priorities.

# Education

**Osmania University – India**

Bachelor’s degree in Commerce - 05 / 2005