

Sarfraz A.R Shaikh

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Summary: Profile with 10+ year's experience with Retail & Channel Exposure in Consumer Electronics, Home Appliances, IT and Telecom Industry.

Skills: Retail Management, Channel Management, Product planning, Marketing, Business Development, Team Management, Strategic planning, Sales Planning.

Achievements:

- ✚ Received Award for outstanding performance in 2011.
- ✚ Received Certificate for Sales Achievement of Benq LCD in June 2007.
- ✚ Attended training programme on "Telephone Skills" at Dubai Institute of Business Management in May 2005.

Work Experience & Job Responsibilities

Aan Electricals & Appliance (Karwar, India)

Showroom Manager & Outdoor sales

July 2022 till Date

Responsible for handling Electrical & Appliances Category, Brands like Anchor (by Panasonic), Crompton, Philips, Havells, Atomberg, Wipro, Pigeon, Legrand, GM, Harrisons, Halonix, Usha, Polycab, Biocon etc...

Grand Stores LLC (Dubai, UAE) :

Key Account Manager

February 2009 till March 2022

Overall responsible for handling Carrefour, Lulu, Nesto, Jumbo, Emax, Jacky's Electronics, DDF, Tec Buy (Virgin), Al Safeer, Ansar Group, Union Coop, Ajman Coop, Al Falak Electronics, Plug Ins, Al Manama, Geant, Hyper Panda & IR Customers.








- ✚ Responsible for managing brands like Epson, Lexar, Skyworth, Palson, Aardee, Brandt, Vestal & Thomson, previously managed brands are Nikon, Fujifilm, Rollie, Hisense, MSI, Manhattan & Sandisk.
- ✚ Visiting assigned Retailers on a regular basis and generate sales as per the budgets and to achieve growth in various product segments.
- ✚ Forecasting, deployment of sales strategies & business development across the major power retailers and key accounts in assigned territory.
- ✚ Negotiating the terms of agreements and closing the deals i.e. implementation of offers, taking care of display and highlighting of our brands.
- ✚ Analyzing the competition strategy and taking effective action by providing strategic products and sales promotions to ensure the achievement of the targeted market share.
- ✚ Evaluation of sales figures on weekly & monthly basis by making excel sheets, presentations and activities summary.
- ✚ Organizing monthly business meeting with key retailers to understand the business situation by store, by retailers and taking relevant actions to ensure smooth business flow.
- ✚ Market Research and Analysis for new customer demands.
- ✚ Co-ordinates with logistics team, Consumer Service Department for Retailer service complaints & with accounts team in maintaining healthy AR.

Eros Group (Dubai, UAE)

Showroom Manager

April 2005 – December 2008






Dealing with Samsung Electronics& Digital Products, Hitachi Electronics/Digital Products/Home Appliances/ Benq LCD/Projectors & Cameras/Taurus Home Appliance/ Aiphone Security System & Assorted Digital Cameras.

-  Responsible for achieving targets, maintaining service standard of the showroom.
-  Controlling and monitoring the incoming/outgoing stocks deliveries both showroom and warehouse.
-  Supervising staff and allocating job responsibilities to ensure all designated work to subsist in a daily routine.
-  Coordinating and handling proper communication standard amongst colleagues at exhibit area, branch and head office.
-  Solely responsible for making daily periodic check of stocks, daily inventory, making monthly end report and updating/monitor pricing / forecast sales performance.
-  Accountable for checking cash float daily, petty cash and prepare daily sales statement, bank slip deposit for safe-keeping of cash.
-  Forecasting / preparing monthly, quarterly, annual budget sales report.

Al Rams Electronics LLC (Dubai, UAE)

Showroom Sales Officer

March 2004 – March 2005

-  Responsible for daily stocks inventory to identify the outflow of sold items and submit for filings in the office
-  Receiving customer complaints/log the details and coordinate with the supplier to ensure customer services
-  Directly coordinate with the floor manager and branch manager to report all showroom flows of items
-  Receiving customer complaints/log the details and coordinate with the supplier to ensure customer services
-  Doing installation after sales as per customer request if necessary.

Educational Attainment:

Bachelor of Arts (B.A).

Personal Information:

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| • Birth Date | Sep 02, 1981 |
| • Marital Status | Married |
| • Nationality | Indian |
| • Language Known | English, Hindi, Arabic, Konkani & Kannada |
| • Driving License | Valid UAE Driving License |
| • Current Residence | India |

Reference: Available upon Request