

MOHAMMAD REHAN SHAD

Area Operations Manager, Spar Riyadh , Ex TATA & TESCO

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Enterprising leader with an unmatched track record of **13 years +** in driving organizational growth with a key focus on top & bottom-line profitability, targeting senior level roles in **Operations, Sales, Strategic & Business Development** with an organization of repute

Core Competencies

Strategic Retail Store Operations
Sales & Business Development
Business & Operational Excellence
Category Management
Annual Business Planning and Budgeting
Stock & Inventory Management
Logistics & Transportation Management
Order Management
Visual Merchandising Strategies
Cost Optimization and Profitability Management
Continuous Process Improvement
Team Set-up & Stabilization
Customer Centricity & Satisfaction
Risk Assessment & Mitigating / Business Continuity Planning

Education

- **Executive MBA**
- **L.L.B. (Bachelor of Law)**
- **B.Com.**

Profile Summary

- **Strategic Leader** offering experience in streamlining & overcoming complex business challenges, participating in high level operational initiatives including turnaround management and reorganization while delivering results in growth, revenue and operational performance
- Consistent **record of managing gamut of retail store operations** including customer services, inventory control, sales operations & general administration in compliance with SOPs & SLA; defined continuous improvement processes, formulated short- & long-range tactical planning and improved operational processes to reduce shrink and achieve optimal profitability
- Showcased excellence in leading profit-generating operations through innovative merchandising, pricing and discounting, and focus on continuous product turnover; proficient in tracking competitor activities in regards with price, demand and competition, implementing promotional activities, collating financial & statistical information, developing progress reports, and organizing events & product exhibitions
- Expertise in **managing all merchandising / business development activities**, analyzing market trends & establishing healthy & prolonged relations with customers, thereby ensuring higher market share; conducted extensive market & consumer analysis while launching new products, arranging promotional activities & campaigns
- Possess **capability in planning, organizing & executing marketing strategies**, managing inventory through setting up quantity & quality limits based on sales & business plans and administering liquidation of slow moving stocks
- **An Innovative & Analytical leader** enthusiastically meeting deadlines with innate skills in building high performing multi-cultural teams entailing **400 + members** that excel in delivering business value with high morale & low attrition; recruiting, leading, training, monitoring performance, engagement of the team members for maintaining excellence in operations

Work Experience

2023 : Area Manager, SPAR, KSA (Al Sadhan Group)

- Managing daily Store Operations
- Working with Commercial & Finance for smooth operations
- Following & Implementing SOP objectives
- Ensuring stores work within the cost structure
- Merchandising planning with commercial within the stores
- Training & Development of Managers & Staff
- Shrink & Wastage Control
- Working with DC & Supply Chain to improve availability
- Scouting for new locations with property team

**2010 to 2023: Booker Wholesale (A TATA & TESCO Enterprise)
(formerly Subsidiary of Booker Group UK)**

Growth Path:



2022: Head of Operations & Sales

2021: Senior Manager (Business Development & Projects)

2018: Area Operations Manager (Logistics)

2013: Area Operations Manager (Stores)

2013: Store Manager

2011: Asst. Store Manager

2010: Management Trainee (Operations)

Notable Accomplishments Across The Career

As Area Operations Manager

- Big Format store crossed **Break Even** point for the First time
- Customer Count up in **double digits percentage growth** against LY
- **KVI Availability** improved with continuous efforts working with Commercials & DC
- Progress on Loyalty list of customers

As Head of Operations & Sales

- Improved inventory turnover for better cash flow
- Range rationalization initiation done with the concept of **Less is More**
- **Cost reduction** implementation in the customer discount structure
- Payroll costs better with improved efficiency in manpower@ store & sales force level
- Improvements on going in improving better **fill rates** on customer orders

As Senior Manager

- Managed various multi-functional roles encompassing:
 - **Property scouting & finalizing** in Maharashtra, Gujarat & Telangana
 - **Capex planning & budgeting** with finalizing term sheet scope for Landlord
 - **Store layout planning, designing** & presenting to Managing Director for necessary approvals
 - **Vendor finalizations & negotiations** and scheduling plans for projects
- Coordinating with inter-departments within company to **assign & execute tasks pertaining to the projects**
- Directed **budget drafting, presenting & delivering**
- **All Stores** successfully opened **within Capex Budgets**
- Opened stores with **merchandising plan execution**

As Area Operations Manager (Stores & Logistics):

- Steered daily operations of **Cash & Carry Stores in Mumbai & Pune** (avg. size 20k sq. ft. per store) with direct reporting of **3 Managers & indirect 150+**
- **Achieved the best regional sales** across the organization
- Showcased excellence through continuous efforts, **increased customer walk-ins, Better basket size & accelerated sales** through executing floor & delivered business
- Led deliveries & logistics across all locations with a team of **5 Logistics Managers & 50 Delivery Staff**
- Spearheaded **35%-40% of business turnover** with record costs reduced to **1.25% from 2.5%** of delivered sales only through driving efficiency with healthy pressure, better follow-ups, trainings & re-negotiations with transporters
- Attained **Best Customer Satisfaction Survey Results**
- Managed daily tracking of **TAT, Orders, Sales Returns, Fill Rates, Unpaid Invoices & Recoveries**

Significant Highlights:

- Recognized & awarded with training for **Business Operations Concept & Learning** at Welling borough, UK in 2014
- Hand written letter by Booker Group CEO Mr. Charles Wilson for performance achievement
- Successfully conceptualized **Best Practice Modules (SOP)** at all stores which enhanced better results & controls in business
- **Opened new store** within budgets & timelines
- Saved **Delivery Cost with Best Satisfaction Scores** pertaining to order fill rates, timely dispatches & improved delivery costs
- Attained **all-time best customer retention**
- Over a career span of 13+ years achieved growth @ regular intervals
- Significant role played in the organization from **1 store to 15 outlets** covering **over 2 lakh sq. ft. space** in **Maharashtra, Gujarat & Telangana States**

Roles Across The Career

- Planning and evaluating **financial and commercial aspects of store** such as sale budgets, profit margin trends, store operating costs, manpower budgets as well as profit and loss account
- Leading **end-to-end sales operations** including projection of annual sales, tracking of sales performance and interaction with other areas of the company to ensure that business orders are executed properly and profitably
- Tracking **store KPIs (Key Performance Indicators) such as, ABV (Average Bill Value), ASP (Average Selling Price), Conversion and Basket Size** to evaluate store operational health and taking corrective actions accordingly
- Coordinating and monitoring **incoming & outgoing material activities** to ensure accuracy, completeness and quality of materials; managing physical verification of closing stock & fixed assets
- Ensuring and evaluating **high levels of customer service** at all touch points to keep on improving service standards; tracking down every details of customer grievances and requests to identify areas of improvement that help to ensure their closure in an accurate & timely manner
- Reviewing the web image content and **active SKU's & non-active SKU's on the site**
- Maintaining high standards of store image by ensuring that the store is **clean, well-stocked and ready for business**
- Developing & formulating **visual merchandising objectives & strategies, re-structuring product displays** to improve visibility and ensuring effective product communication in and around the store
- Allocating tasks & imparting training to team members by using interactive discussions and hands-on approaches to help members to learn and apply concepts in process; keeping a check on team performance, planning, executing and guiding team through their development and succession plans
- Planning for better merchandise and effective pricing, consistently providing feedback to product planning team about trends related merchandise quality comparison, new products launched by competitors and competitor pricing strategies as compared to ours along with suggesting counter steps to be taken
- Streamlining the system & procedures for effective material control towards ensuring a ready availability of materials; implementing systems for avoiding situations like **over-stocking/out-of-stock**
- Analyzing, developing, implementing and providing feedback to core marketing teams about effectiveness of company's marketing strategies, current trends in market and new marketing and sales strategies implemented by competitors
- Developing, documenting & executing a comprehensive **logistics and distribution strategic plan** to drive optimal customer service and revenue enhancement; conceptualizing high-level implementation plans and determining future logistics organizational structure/support
- **Implementing cost saving measures** within operations to achieve reduction in terms of logistics & transportation cost; **expertise in directing all logistics functions including** storage, distribution, payment realizations & support as well as negotiations
- Conducting process audits to ensure **Delivery-in-Full (DIF) and Delivery-on-Time (DOT)**

Previous Experience

May'09 to Apr'10: Bilawala & Co.
Articleship Training

Personal Details

Date of Birth: 22nd August 1985

Languages Known: English, Hindi & Marathi

Address: Riyadh