



Sarfraz Danish

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Retail sale executive

 CORE COMPETENCIES	 PROFILE SUMMARY
International Business Channel Management Revenue Generation Product Management Competitor Evaluation New Product Introductions Profit Centre Management Institutional Sales People Management Organic Business Growth	□ Sales account specialist with a career of nearly 5 years chronicled by well-earned success in the retail fashion and apparel along with food sector in diverse geographical locations. □ Launched new products and established key relationships in target markets leading to enhanced revenue generation and market dominance. □ Developed the strategy & roadmap for organization's business operations; conceptualized & developed new business strategies with a team for b2c □ P&L Driver & Revenue Accelerator - Increased customer base to B2C and achieved an annual turnover of US\$ 1.4 Million as a Sales account specialist. □ History of scripting product turnarounds and augmenting sales, expanding markets, and leveraging existing technology and knowledge base with internal resources to facilitate business excellence. □ Close analysis of stock inventory expire good and visual merchandising within assigned store.

ORGANISATIONAL EXPERIENCE

Aditya Birla Fashion and Retail Limited(ABFRL)Pantaloons – Dec'18 to Sep'21

Steered diverse responsibilities including Sales, Business Development, Channel Management, Strategy Planning and Product Management across various assignments.

Highlights: Sales executive

- Steered diverse responsibility including sale business ,managing multiple national and international brand such as **peter England, agile, Byford, Luis Phillippe, Van Hussain, spyker Raymond Etc.**
- Key focus areas include restructuring the distribution channel and sales team to expand product management and achieving overall revenue profit targets in the assigned month.
- Scripted turnaround by conceptualizing & implementing competitive sales strategies and adding new products that expanded market share by 67% and revenue by US\$ 1.5 Million.
- Provided key inputs on daily promotions, presentation, and pricing towards ensuring long-term growth and profitability from the retail business

PREVIOUS WORK EXPERIENCE

Brand Factory Retail Sales Executive – Sep'16 – Nov'18

- ☐ 150% by engaging with customer; regularly evaluating performance and identifying opportunities for deeper sale **presentation of brand regard footwear ,ornaments,jems an jewellery. Suits and formal wear,perfume and saint(attars).Trouser and t shirt Etc.**
- ☐ Recipient of the Achiever's Award for top sales quota attainment in 3 individual months.
- ☐ Organized and chaired weekly account planning/forecasting quarterly ,half yearly ,annually target

Big Bazaar as Retail Sale Executive – Feb'15 – Aug'16 (FMCG)

- ☐ Achieved a 10% increase in volume per outlet within existing store; generated new business worth US\$ 0.5Million within the assigned store base of customer satisfaction
- ☐ Supported the successful achievement of target in the assigned brand respectively.
- ☐ Secured the highest sales percentage to achieved growth of 12%+ year-on-year through implementing customized statergy..



ACADEMIC INFORMATION

- ☐ Bachelor of Arts from University of Calcutta, West Bengal (India)
- ☐ Certificate in computer applications MS. Office suites (MS. Excel, MS. Word, MS. Power point)

PERSONAL DETAILS

Languages Known	:	English, Urdu, Hindi, and Bengali
Driving License	:	LMV Driving License from India
Date of Birth	:	29 th October 1988
Nationality	:	Indian
Visa Status	:	Tourist Visa
Marital Status	:	Unmarried
Gender	:	Male
Interest	:	Playing & Watching Cricket and Football

*References available on request