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# ABDUL RAHMAN PATEL

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## PROFESSIONAL SUMMARY

A result oriented experience in all aspects of Retail merchandiser with total 7+ years of experience including, Planning, Merchandising, Buying, Brand Management. Organized, structured, enthusiastic and results driven individual with a drive to work in dynamic environment.

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## WORK HISTORY

**Merchandiser– GAP & Old Navy- Fawaz Al Hokair Group, UAE**

**Sep'16 to Dec'18**

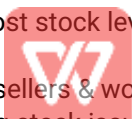
- Understand and control inventory, review top level impact of category OTB's on the total concept (sales, margin, and inventory).
- Prepared OTB's and discuss with BP on final buy review.
- Managed business by building readily approved plans including sales, inventory, and margin.
- Plans and forecasts for future merchandise buys based on historical buys.
- Work with the Dept. head to develop and produce seasonal buying plans.
- Updating and discussing on business performance with brand partners through BI weekly conference calls.
- Increased in-store Full Price Sales and Margins by clearing old stocks in clearance locations.
- Sales and stock planning for current stores and upcoming stores.
- Manage product life cycles, Floor space management, Visual Merchandising.
- Worked with the Seasonal forecasts by range and merchandise strategy for each store based on store size, location, target audience to deliver and Sales targets.
- Maintained proper inventory and ensured the allocation strategies support the overall sales and inventory plans for multiple categories.
- Prepared and produced the WSSI report and associated analysis of the figures to identify proactive actions for managing the stock package
- Prepare brand, country & store wise weekly comparative report for the division.
- Ensured sales, promotions and special offer information is prepared and distributed in a timely manner in order for the correct permissions to be granted
- Worked with logistics function to ensure cost effective means of shipping and distribution of products to stores.
- Formulate pricing policies by reviewing merchandising activities and managed pricing, mark-downs and stock control.
- Conduct pricing surveys and monitored pricing in the market and recommended actions.
- Conduct seasonal / progressive markdowns ensuring terminal stocks are kept to an agreed minimum target.
- Accountable for securing reimbursement for damaged / short delivered goods from the BP.

**Merchandise Allocator – Jawad Business Group, Bahrain**

**Aug'13 to**

**May'15**

- To monitor the desired levels of stock cover across all stores identifying any opportunities to maximize sales and minimize inventory.
- Monitor the sales and margin achievement of each store / Department in accordance with the agreed business plans and highlight any exceptions to team.
- Responsible for progressing stock from the Principles/BP and oversee the warehouse to ensure it is distributed to stores within the required timescales
- Respond to store queries to boost stock levels and accountable for ensuring stores do not experience any periods when they are out of stock
- Analyzing every aspect of best sellers & worst sellers & keeping an eye on slow sellers.
- Keep team informed of evolving stock issues



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