

MOHAMMED SHAFEEQ

MERCHANDISER

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FMCG MERCHANDISING • INVENTORY & WAREHOUSE MANAGEMENT • LOGISTICS

Customer Service & Relations • Store Management • Supply Chain management • F&B
inventory management • Logistics Coordination • Retail merchandising

Brief Overview

- ❖ Dynamic, motivated, and performance-driven sales professional offering solid sales and customer relations capabilities to assume an Executive Sales position.
- ❖ Has more than 5 **years'** experience in FMCG Industry with excellent communication, analytical, interpersonal and presentation skills.
- ❖ Experienced in multiple cultures and customs, both in GCC and India.
- ❖ Good Arabic knowledge – Read and Write

Key Skills

- Problem Resolution and Decision making
- A logical and inquisitive mind
- A systematic approach to tasks
- Excellent IT skills
- Experimental and Analytical skills
- The ability to work as part of a team

Professional Experience

Organization: **Abu Issa Marketing and Distribution, Doha-Qatar**
Organization Brief: FMCG Industry
Period: Jun 2022 – Till Date
Designation: **Merchandiser**



Job Details

- **Product Displays** - Ensuring products are displayed appropriately to maximize customer interest and sales levels.
- **Customer Insights** - Understanding the customer base and their purchasing motivations to predict sales trends.
- **Collaborating with Stakeholders** - Working with buyers, suppliers, distributors, and analysts to negotiate prices, quantities, and timescales.
- **Planning and Developing Strategies** - Creating merchandising strategies that balance customer expectations and the company's objectives.
- **Analyzing Sales and Market Trends** - Studying sales figures, customer reactions, and market trends to anticipate product needs.
- **Customer Insights** - Understanding the customer base and their purchasing motivations to predict sales trends.

Organization:	Al Rawabi Foodstuff W.L.L, Doha-Qatar
Organization Brief:	FMCG Distribution
Period:	Jul 2018 – May 2022
Designation:	Merchandiser-Receiver



Job Details

- Ensuring product quality and freshness is maintained by adhering to Product Handling, Cold Chain Management and Date Code Policy practices.
- Maintaining neat and orderly assigned storage, display area within the trade by removing all used crates, packages, empty trays, and spillage of leaking products.
- Ensuring the Fridge, product temperature is always as per the prescribed temperature level and Cleaning inside/out of Fridges to ensure clean surrounding area.
- Placing new and relevant point of sale material in the right place beside the product.
- Checking dates and pulling out damaged and products outside the date code policy.
- Assisting Warehouse Manager in storekeeping and stock record keeping.
- Verifying sales or purchase contracts; explaining provisions; explaining and offering warranties, services, and financing; collects payment; delivers automobile.
- Assisting salesmen in delivering products to the stores as required.

Organization:	Parisons Foods Pvt Ltd, Kerala-India
Organization Brief:	FMCG Trading
Period:	Mar 2015 – Jun 2018
Designation:	Sales Executive

Job Details

- Develop and maintain strong business partnerships with the purpose of gaining the client's trust, meeting their objectives, and delivering value added services.
- Maintain reporting of leads, in-progress active prospects and sales forecast in Salesforce.
- Provide regular updates of sales call planning, upcoming schedules and customer follow up
- Completing sales or purchase contracts; explaining provisions; explaining and offering warranties, services, and financing; collects payment; delivers automobile.
- Enhancing dealership reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

Organization:	United Business Development, Dubai - UAE
Organization Brief:	FMCG Industry
Period:	May 2013 to Jan 2015
Designation:	Sales Executive

Job Details

- Effectively communicating with customers in a professional and friendly manner.
- Ordering and ensuring the delivery of goods to customers.
- Proper weekly forecast to eliminate market returns.
- Recording orders and sending details to the sales office.

Organization:	Hero MotoCorp, Kerala-India
Organization Brief:	Motor-cycle Company
Period:	Jan 2010 to Apr 2013
Designation:	Sales Executive

Educational Qualification

❖ **B Com (Bachelor of Commerce) – University of Calicut** (April 2006 – Sep 2009)

Linguistic Proficiency

- English – Read, Write, Speak
- Hindi – Read, Write, Speak
- Malayalam– Read, Write, Speak
- Arabic– Read, Write, Speak

Computer Literacy

❖ High Proficiency in **MS Office 2007-2010** (Word, Excel, PowerPoint& Outlook)

Personal Identity

Marital Status:	Married
Visa Status:	Transferable Work Visa (With NOC)
QID Number:	28635670412
Driving License:	Valid Qatari Driving License
Address:	Ain Khalid, Industrial Area Road near Dragon Mart, Doha