



**MOHAMED FARHATH**

**Merchandiser**

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## CONTACT

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**Srilankan**

**Valid Qatari Driving License ( Light  
Vehicle - Manual )**

## ABOUT ME

Results-driven merchandiser with a proven track record of optimizing product placement and increasing sales by leveraging market trends and customer insights. Skilled in inventory management, promotional planning, and vendor relations to ensure seamless operations and maximize profitability. Adept at creating visually appealing displays that enhance customer experience and drive engagement. Seeking to contribute expertise to [Grand Express] and support its growth objectives.

## SKILLS

Management Skills

Communication Skills

Multitasking

Organizational Skills

Time Management

Adaptability

## EDUCATION

- **Diploma in Information Communication Technology**  
*ICTA ( srilanka )*
- **Diploma In English**  
*E-Soft Metro Campus ( Srilanka )*
- **Diploma In Computer Application Assistant**  
*ICBT Campus ( Srilanka )*

## EXPERIENCE

**03 Years**

- **Grand Express | Merchandiser ( Qatar ) 01 Year**
  - **Product Placement:** Strategically arranging products to maximize visibility and sales.
  - **Inventory Management:** Monitoring stock levels and coordinating with suppliers to ensure timely replenishment.
  - **Sales Analysis:** Analyzing sales data to identify trends and make informed decisions about product assortment.
  - **Promotional Planning:** Collaborating with marketing teams to execute promotional campaigns and seasonal displays.
  - **Vendor Relations:** Building and maintaining relationships with suppliers to negotiate favorable terms.
  - **Market Research:** Staying updated on market trends and customer preferences to optimize product offerings.
  - **Team Collaboration:** Working closely with sales and marketing teams to achieve business goals.
- **SAQR | Sales & Delivery ( Qatar ) 02 Years**
  - **Customer Engagement:** Building relationships with potential and existing customers to understand their needs.
  - **Product Demonstration:** Explaining product features and benefits to customers.
  - **Lead Generation:** Identifying and pursuing new sales opportunities.
  - **Negotiation:** Discussing terms and closing sales deals.
  - **Sales Targets:** Meeting or exceeding sales quotas set by the company.
  - **Market Research:** Staying informed about market trends and competitor activities.
  - **Reporting:** Preparing and submitting sales reports to management.