



OTHMAN DANNAWI

PROFILE

Versatile and results-driven professional with extensive experience in retail management, sales, visual merchandising, and customer service across men's fashion and fragrance sectors. Skilled in leading teams, developing merchandising strategies, driving sales, and ensuring operational excellence. Proven entrepreneurial expertise in business ownership, with strong capabilities in inventory management, marketing, and brand development. Adept at delivering exceptional customer experiences, building client relationships, and achieving revenue targets in competitive retail environments.

WORK EXPERIENCE

Dream House Company - Saudi Arabia

2023 - 2025

VM Manager

- Develop and execute innovative visual merchandising plans aligned with marketing campaigns and brand guidelines.
- Lead, train, and supervise the visual merchandising team across all store locations.
- Monitor and analyze sales performance related to visual merchandising initiatives and suggest improvements.
- Ensure consistency of brand image and presentation across all retail spaces.
- Collaborate with the marketing, sales, and store operations teams to optimize store layouts and promotional displays.
- Conduct regular store visits to evaluate visual standards, provide feedback, and implement corrective actions.
- Manage VM budgets, resources, and materials efficiently.
- Stay updated on retail trends, competitor activities, and new merchandising techniques.

Men's wear Store - Saudi Arabia

2022 - 2023

Sales Manager

- Develop and implement sales strategies to achieve and exceed store targets. Monitor sales performance and adjust tactics as necessary to meet objectives.
- Lead, motivate, and develop a team of sales associates.
- Conduct regular training sessions to enhance product knowledge and sales techniques.
- Ensure a high standard of customer service is maintained. Address customer inquiries and resolve issues promptly to ensure customer satisfaction.
- Oversee stock levels, manage inventory, and ensure the store is well-stocked with the latest merchandise.
- Coordinate with suppliers and the central warehouse to replenish stock.
- Collaborate with the visual merchandising team to ensure the store layout and displays are appealing and aligned with brand standards.
- Maintain accurate records of sales, expenses, and other key performance indicators. Prepare regular reports for senior management.
- Ensure the store operates in compliance with company policies and procedures, as well as local regulations.

Ozman Men's Wear - Tripoli, Lebanon

2018 - 2022

Owner

- Define and execute the business strategy to achieve sales, profitability, and growth targets.
- Oversee day-to-day store operations, including inventory management, merchandising, and staffing.
- Lead, motivate, and manage the store team to deliver excellent customer service.
- Monitor financial performance, control expenses, and optimize operational efficiency.
- Develop marketing and promotional strategies to increase brand awareness and attract new customers.
- Maintain strong relationships with suppliers, vendors, and stakeholders.
- Ensure compliance with local regulations and company policies.
- Stay updated on market trends, competitors, and customer preferences to make informed business decisions.

Taif Al Emarat - Tripoli, Lebanon

2016 - 2018

Perfume Sales Representative

- Greet and assist customers in selecting fragrances that match their preferences and needs.
- Maintain an in-depth understanding of our product range, including new arrivals and bestsellers, to provide accurate information to customers.
- Achieve and exceed individual and team sales targets by effectively promoting and upselling products.
- Assist in stock management, including restocking shelves and ensuring product displays are well-maintained.
- Ensure that the store's visual presentation aligns with company standards, creating an inviting environment for customers.

CONTACT

+974 7790 1997

dannawiothman4@gmail.com

Doha - Qatar

EDUCATION & TRAINING

- High school Degree

SKILLS

Retail & Sales Management:

- Sales strategy development & execution
- Team leadership, training, and motivation
- Customer service excellence & relationship building
- Achieving and exceeding sales targets

Visual Merchandising & Operations:

- Store layout optimization & display planning
- Inventory management & stock control
- Brand consistency & promotional implementation
- Market trend analysis

Business & Entrepreneurial Skills:

- Strategic planning & business development
- Vendor & supplier negotiation
- Budget management & cost control
- Marketing & brand promotion

Technical & Software Skills:

- POS systems & retail management software
- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)

Interpersonal & Professional Skills:

- Strong communication & presentation skills
- Problem-solving & conflict resolution
- Adaptability & multitasking in dynamic retail environments

LANGUAGES

- Arabic : Mother Tongue
- English