

BASSAM NUFAL

COUNTRY DIRECTOR (RETAIL, SALES) COMMERCIAL OPERATIONS AND BUSINESS DEVELOPMENT.

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Innovative thinker, Industrious, resourceful, energetic, loyal, resilience, result /action-oriented and high achiever with **[28]years of experience** in driving global business to the entities to next evolutionary stage, records year -on-year growth, boosts profitability and significantly expand business foot prints while building world-class business functions from the ground that attains operational excellence. Meticulous leader and strategic planner with comprehensive managerial acumen, offering vision and motivational acumen. Business-driven with more than **[28]** years in planning and organizing work schedules, communicating goals, objectives and complying with guidelines and procedures. Analytical and determined individual committed to develop clients/customers rapports and following all customer service guidelines and Serviced-focused. Sales leader with sound judgment, excellent planning abilities and interpersonal communication strengths, Organized and independent, successful at managing multiple priorities, stores and team with a positive attitude. Highly effective at promoting positive relationships and building capable teams by being personable. Track record of improving overall operations, reducing overhead and increasing corporate value.

Career snapshot:

Country Director (Retail, Sales) Commercial Operations and Business Development(reporting to the group chairman).

Lifco Group, Retail, Sales Division FMCG. Dubai- UAE.

July 2015-March. 2022

- Drove year-over-year business growth and achieved **[20%]** while leading operations with strategic vision and long-term planning for multiple divisions by leading daily and monthly planning(**Annual sales [120] M. USD**).
- Established and administered annual budgets for retail divisions with controls to prevent overages, minimize burn rate and support sustainability objectives. Controlling inventory levels.
- Designed modern employee recognition program which boosted productivity and improved morale by **[20%]**.
- **Achieved** costs reduction by **-[15%]**, and delivery schedules at **[100%]** and performed risk analysis to improve overall profitability.
- Implemented operational strategies and effectively built customers and employees loyalty.
- Established effective business plans to align strategic decisions with short and long-term objectives and created shared value for the company and customers.
- Enhanced operational efficiency and productivity by managing budgets, accounts and costs.
- Oversaw P&Ls and achieved sales+**[20%]** and margin targets consistently to stay on track with growth plans.
- Approved performance data to evaluate and improve operations, target current business conditions and forecast needs.
- Developed and approved Suppliers sourcing, purchasing and pricing policy.
- Established and managed the implementation overall Private Label projects within categories by collaborating with the internal and external stakeholders in order to fulfill the business plan.
- Proposed and implemented new annual products development plans, launch and campaign by following the local and global market trends and analyzing the category gaps.
- Conducted cost-benefit analysis pre and after product launch through identification of the risks, the definition of market positioning, and setting quality standards for the product to ensure that products meet the targeted financial KPIs.
- Analyzed and integrated data or insights to determine industry, category and consumer trend.
- Approved vision, strategies and directions to execute product and commercials innovation.
- Established positive working relationships with key clients /customers to expand product categories.
- Creat forecasts for product demand to ensure the sustainability of inventory.
- Liaised with marketing teams to determine competitive pricing and promotional activities of products categories.

- **Accomplished regional sales, human resource objectives** by recruiting, selecting, orienting, training, assigning, appraisal, scheduling, coaching, counseling, and disciplining employees in assigned areas.
- Communicated job expectations by planning, monitoring, appraising, and reviewing job contributions, and employee enforcing policies and procedures.
- **Achieved sales objectives** by forecasting requirements, preparing annual budgets, scheduling expenditures, analyzing variances, and initiating corrective actions.
- Prepared, completed action plans and implemented productivity, quality, and customer-service standards.
- Maintained and expanded customer base by counseling district sales representatives, building and maintaining rapport with key customers, and identifying new customer opportunities.
- Established sales objectives by creating sales plans and quota for districts in support of national objectives.
- **Created ecommerce App** for online sales and achieved **[15,000] order per month within 1 year.**

General Manager Retail.

Majid Al Futaim (Carrefour Hypermarket). Dubai-UAE

Jan.2001-Jun 2015

- Oversaw day-to-day operations, assigned weekly performance goals and ensure their completion, and accomplish.
- Managed and directed daily and monthly operations to meet the goals.
- Reviewed and improved organizational effectiveness by developing processes, overseeing employees, establishing a highly motivational work environment, and creating innovative approaches to improvement.
- Followed and enforced company policies, security, safety hygiene measures and customer service standards.
- Created positive shopping experience and ensured customer satisfaction for sales growth.
- Ensured that shelves are maintained clean, organized and loaded with fresh products all the times(properly tagged and labeled).
- Approved setup product displays in store entrance and other sections according to store layout merchandising standards and Plano grams.
- Performed inventory control to avoid over stock or low stock, product storage and rotation activities
- Recruiting and training staffs on assigned responsibilities and evaluated performance of each team members and provide appropriate feedback.
- Provided directions and guidance to departments heads and staff in their assigned job.
- Providing guidance and feedback to help others strengthen specific knowledge/skill areas.
- Assigning responsibilities to the best-qualified employees and enforce all policies, procedures, standards, specifications, guidelines, training programs, and cultural values.
- Resolving internal team conflicts efficiently and to the mutual benefits of all involved.
- Seeking out opportunities for expansion and growth by developing new business relationships.
- Daily and weekly meeting with team managers to monitor sales, revenues, customers feedback and the team.
- Resolved problems, completed audits, identified trends, determined regional sales system improvements, and implemented change when necessary.
- Coached sales associates in product specifications, sales incentives and selling techniques, **significantly increasing customer satisfaction ratings from 40% up to 85%.**
- Appraised, Trained and Motivated the team members to meet and exceed objectives by setting goals, tracking performance on daily basis, implementing improvement strategies and managed the Hypermarket global operations on daily, monthly basis.
- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
- Approved and Managed order cycle to enhance business development , maintain sustainability and customer satisfaction.
- Upheld company policies and strategies are implemented consistently.
- Initiated new sales and marketing plans for product roll-outs, distribution and media strategy.
- Conducted research to target, engage and partner with suppliers, negotiating beneficial, cost-saving deals.
- Organized promotional events and interacted with community to increase sales volume.
- **Achieved regional Annual sales + [150]M. USD vs target by [15] %.**
- Controlling and ensuring that equipment, infrastructure, etc. in stores are used and maintained. properly.

- Defining the guidelines for all maintenance tasks / equipment / key activities and preventive maintenance plan, etc. and develop preventive and regular maintenance plans
- **Assigned By the CEO and Successfully opened [7] hypermarkets for Carrefour** (Sharjah city center, Shindagah, Mall of the emirates, Qatar city center, Madina mall,....).

General Manager Sales And Business Development:

Mahmood Saeid Group. Jeddah-KSA

July 1998-Dec. 2000

General Manager Retail and Sales

Safeway Supermarkets. Jeddah-KSA

March. 1993-June 1998

- Managed successfully chain of [25] supermarkets and [1200] team members.

EDUCATION:

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| • Bachelor degree in civil engineering | Damascus University |
| • Situational Leadership | IIR Middle East |
| • Responsibilities, Synergy | IIR Middle East |
| • Train the Trainer | IIR Middle East |
| • Leading and Managing People | IIR Middle East |

SKILLS:

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|---|--|
| • Creativity/ Innovation to work. | • Mentoring Staff coaching, training and development |
| • Realistic, Budgeting, forecasting and Consistently meet goals | • Recruitment, Employee relations and conflict resolution. |
| • Work flow planning and prioritization. | • Strategic planning and time management. |
| • Risk analysis and management. | • Delegation, and Analytical. |
| • Born passionate & natural effective leader. | • Vision, Patience and empathy. |
| • Sales expertise and results-oriented. | • Cost reduction strategies and performance improvement. |
| • Operations management. | • Independent. |
| • Clients/Customers oriented. | • Business and Products development. |

ACCOMPLISHMENTS:

- **Established and managed partner's relationships on a daily basis and for long term.**
- **Managed and led team of [800] team members directly and [700] team indirect to monitor sales and goals achievements.**
- **Reduced general expenses by [10%]**
- **Trained and promoted [15] managers and assistants on yearly basis.**
- **Implemented and developed marketing strategies which resulted in [15%] growth of customer base and sales.**
- **Achieved categories growth up to [20%] and customers satisfaction from 40% to [85%].**

LANGUAGES:

- **Arabic** :Native. **English** :Professional.