



Rasheed Nouredine

Senior Merchandise Manager
- H&M Middle East & North Africa

Stuttgart, Germany

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Languages

French (Basic)

English (Fluent)

Arabic (Native)

About

Senior Merchandise Manager with over 10 years of experience. Have a proven track record of success driving profit and growth. Have keen eye for detail and a passion for delivering exceptional customer experiences through effective merchandising strategies, innovation, collaboration, and a customer-centric approach. A natural leader who inspires and motivates his team to achieve their goals and exceed expectations.

BRANDS WORKED WITH



Experience



Senior Merchandise Manager

H&M | Nov 2017 - Now

- Develop and implement merchandise strategies to achieve sales and profit goals.
- Analyse sales data and market trends to identify opportunities and make informed decisions.
- Forecast sales & stock to manage inventory levels and ensure product availability.
- Secure optimum buy per season to drive brand sales goal. Offering the right stock, right quantity at the right time to maximize sales & profitability.
- Collaborate with design and production teams to develop new products and collections that are relevant to the market.
- Determine the optimal pricing for products, by analysing markets trends, competition & cost. Taking into consideration seasonality, consumer demand & promotional activity.
- Determine the best approach for a sale strategy to discount products and clear inventory, while considering impact on sales & margin, brand image & customer perception.
- Develop, manage & execute the commercial calendar with marketing & VM teams, scheduling key events and activities to drive sale.
- Managing a team of 6 merchandisers. Providing guidance and support.
- Establish and maintain strong relationships with key stakeholders in Stockholm head office & regional markets, such as buyers, VM, Operations, & marketing team.



Merchandise Manager

Armani | Aug 2013 - Oct 2017

- Responsibilities:
- Prepare purchase budget and sales plans
 - Plan & analyse current stock to maximize full price by ensuring accurate, timely and commercial planning
 - Attend trade fairs and appointments abroad to select and assemble a new collection of products from suppliers
 - Weekly stock/sales trades reviews and do the action plans required with Merchandise Director
 - Analyse every aspect of bestsellers (bestselling price points, colors or styles) and ensuring that bestsellers reach their full potential
 - Review stock place, reorder when required
 - Create and implement promotions, decide sale lines and markdown strategy
 - Train sales staff seasonally, updating the Operation team on collections, trends & product knowledge
 - Visit stores regularly to recheck proper merchandising of items with proper display
 - Follow up brands receipt with supplier, shipping and warehouse managers and ensure that quantities being delivered to on time and accurate
 - Coach and monitor performance of merchandise team within brand

Ensure brand delivers business plan profit through delivery of both volume and cash margin

Education & Training

2007 - 2011

● **Saint Joseph University**

Bachelor Degree, Business Management.