



Firoz Shaikh

Operations Manager

📍 Dubai - United Arab Emirates

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Languages

Marathi (Fluent)

Hindi (Fluent)

English (Fluent)

Arabic (Basic)

About

Successful Retail Manager, keeping abreast of industry trends and best practice solutions within operations. Effective implementation and management of departmental business processes, systems and procedures. Actively build, maintain and grow strong relationships with internal & external stakeholders. Work to align Group objectives with business plans. Manage effective expense management and financial reporting. Continually seek new ways to improve efficiencies and decrease expenditure. Ensure compliance to relevant policies and procedures. Proactively seek to identify and manage risk. Effective leadership and team management.

BRANDS WORKED WITH

- Adidas Emerging Markets
- Aditya Birla
- Bplmobile Ltd.
- Confidential
- Fzco, Brand
- Jawad Business Group
- Landmark International
- Muscat Media Group
- The Regent

Experience



● Operations Head

Confidential | Jun 2022 - Now

Currently supporting Abu Dhabi based Water Sports Company in establishing their retail operational setup which includes building robust SOP, Job Descriptions for the team, Grooming of team, Customer Service Training, Setting Control measures and strategies, Budgeting, Annual Marketing Plan and Weekly Sales Target setting etc. Also handling external stake holders who liaise with day to day operations of the company. Strategic thinking and planning, effective at breaking down complex problems and driving and managing change.

● Sales Manager (UAE)

Muscat Media Group | Jun 2018 - Apr 2022

B2B & Key Accounts for Times of Oman, Al Shabiba, Times FM Radio, Shabiba Radio.

- Connect with prospects through multipronged approaches including cold calling, local area networking.
- Captured and completed sales with customer savvy quotes, proposals and contract management strategies.
- Established ambitious sales targets, managed deployment strategies and develop go to market plans to capitalize on every revenue opportunity.
- Consistently serviced accounts to maintain active contacts in the media industry and continuously promote profitable offerings.

● Retail District Sales & Operations Manager

Adidas Emerging Markets | Apr 2015 - Mar 2018

Achieved sales figures against forecasts, analyzing by interpreting trends to capitalize data to maximize sales & profit. Innovating and implement various sales promotion ideas to increase the footfall and top line. Measure and monitor progress and performance across the various KPI and reporting thereof to Sr. Retail Manager and relevant support functions.

- Introduced Nationality mix to retail stores for first time by Recruiting and onboarding multi-cultural new joiners with training and development, actively managed succession plan. Successfully Coached and inspired team to meet commercial goals and move up in their career.
- Managed and controlled all aspects of stock management, ensured team achieved targeted stock levels and minimized shrinkage. Carried out ageing analysis, clearance of non-moving stock and initiate mark-downs. Ensured retail standards by giving providing feedback to store managers to take appropriate action at store level with key planning and operational tasks.
- Pioneered in organization by rolling out brand in events like SoleDXB and RedFESTDXB in association with VM, Retail Marketing and B&M teams.

- Effectively build relationships with local partners. Shaped Territories brand strategy, working with Local brand team to incorporate feedback from the Head office, applied regional judgment and aligned on choices with the global leadership team. Improved developing and executing relevant local retail specific processes.
- Ensured compliance with corporate and regulatory procedures (e.g., Documents, Fraud Prevention, Loss Prevention and Shrinkage etc.) by implementing and monitoring operational processes for full compliance.

● **Concept Manager**

Landmark International | Jul 2014 - Mar 2015

up of brand stores, putting processes and operations in Qatar for Brands Reiss, New Look, Lipsy, Koton, Yours London and Funky Fish.

● **Sales & Operations Manager, Apparel**

Fzco, Brand | Mar 2012 - Mar 2014

Delivered Result for Stores across UAE, with team of 5 Area Manager & 29 Store Manager and 300 staff. Successfully Delivered:

- Delivered Sales & Profitable budget with strategic decisions for the UAE region. Forecasted and delivered KPI targets for UAE, Kuwait, Qatar & Oman.
- Monitored daily operations of the stores by guiding Area Managers, weekly performance of Area & Store Managers. Controlled store expenses on a monthly basis thereby achieving bottom line by 15%. Set goals for the store managers in accordance to the chain goals and ensure they are pursued by providing regular feedback and guidance. Formalize a monthly review for the stores and ensure performance is managed by the goals set for the staff. Ensure stores offer optimum levels of customer service at all times through regular meetings and trainings for staff.
- Liaise with HR department to discuss various staff movements and appraisals by Planning, Recruiting & organizing of staffing as per store sales.
- Organized internal marketing activities (events, new product launches, season launches, sales etc.) and liaising the information to other Area Managers (where applicable) to ensure maximum efficiency is achieved by taking advantage of the product synergies. And discuss cost controls with the Senior Management of the company, provided assistance to senior management in the planning, implementation, and evaluation of modifications to existing operations, systems, and procedures KPI Achieved:
 - Sales Budgets & Profitability budgets.
 - Reducing Stock Loss.
 - Customer Conversion – Reasoning & Challenging on Desired Conversion.
 - ATV & IPC.

● **Country Operations Manager**

Jawad Business Group | May 2010 - Mar 2012

(Fashion Division) Managed 16 International Brands Monsoon, Accessorize, Celio, Camaieu, Quiz, Hush Puppies, Lakeland, , Pumpkin Patch, Adams Kids, Tape o Leil, Bendon Lingerie, Hobbs, Origem, The White Company, Shoeciti, Boice & Chiffons. Managed 23 stores with a staff strength of 150 staff including 23 store managers

- Conceptualized and developed strategy for Sales and Profitability in line with business. Achieved bottom line 30% by controlled Loss Prevention, Shrinkage and Store Expenses. Developed a system to control pilferage and shrinkage.
- Decision made in the interest of business for Qatar by providing strategic advice and support to the senior management on people, organisation issues, and market-developments/trends, with the objective of optimising business performance through people, and building and sustaining a high-performance customer satisfaction.
- Forecast people requirements to support business strategic objectives, which included succession planning, leadership development, long & short term staffing plans. Develop and maintain an organisation culture of competent professionals.
- Institutionalised performance management philosophy and merit-driven system, and build a culture of goal setting, timely review and feedback. Continuously evaluate role requirements, map competencies and skills of current incumbents, identify gaps and implement development initiatives. Enhanced team productivity through skills development,

mentoring and training. (Strive for Excellence) initiative.

- Develop the monitoring Processes & Policies thru effective MIS system. Monitored PRO activities day on day. Stock availability by working with the store teams & Brand Managers.

● Operations Manager

Aditya Birla | Jan 2008 - Mar 2022

Sales and Commercial Performance of the Area

- Maximized sales and profitability of the area. Formulate and implement store strategies and procedures.
- Increase market share in the area and study competition regularly. Look at prospective sites and evaluate new sites. Operational Standards and Management
- Executed new store openings and re-fits. Ensured all stores are in compliance with all employment and state laws, health and safety standards.
- Executed promotions according to guidelines and that of local/seasonal promotional opportunities are identified and maximized.
- Monitored inventory management system within the area (stock availability, order management, back store management, stock consolidation and transfer). Ensured on time stock count and effective stock management. Products are available in all stores.
- Monitor staffing levels in stores within the area to ensure resources are effectively deployed. Supervise the visual merchandising function to ensure that they support the brand and intended theme.

● Customer Relations Exec

Bplmobile Ltd. | Jun 2000 - Mar 2004

Interacting daily online with customers, in order to explain services, answer queries, (billing, new products, procedures, etc)

- Marketing new products and handling sales for the department.
- Solving customer problems in quick response time
- Giving feedback to the management about new products, problems faced by customers, etc
- Helping management to customize packages based on feedbacks received from customers.
- Keeping up to date with the latest trends in the mobile world and implementing them on a regular basis
- In addition, was working as Shift in charge which included managing the Centre during peak times and deftly handling escalated calls



● Executive – Front Office

The Regent | Jan 1999 - Jun 2000

World Wide U.S.A as Executive – Front Office.

- Provide courteous and personalized customer welcome and facilitate service as per Carlson Standards.
- On welcome, greet and assist the customer, organize baggage assistance and escort the customer to the onward point.
- Execute any request of the guest from ticketing, immigration and customs procedure.
- Co-ordinate the accurate flow of information between the Airport Service Team, the car fleet and the Front Office.
- Make a note of all guests' likes and dislikes and add it to the guest history file.
- Maintain excellent working relationship with airlines, thereby ensuring hold of layover business whenever the flight is delayed.
- Managing administrative activities.
- Establish and maintain self-development program in team.
- Handling Guest Queries/Suggestion/Complaints.
- Giving feedback to the management and helping them customize packages based on feedbacks received from customers
- Innovating new ideas for guest satisfaction and putting them into action