



Sultan Hakim Hashmatullah Khan

Cluster Manager For Retail Stores (Beauty Division)

Proactive and creative professional with a proven record of achievement in conceiving & implementing ideas that fuel market place presence and drive revenues

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📊 Core Competencies

- Strategic Planning & Execution ★★★★★
- P/L Management / EBDITA ★★★★★
- Retail Operations ★★★★★
- Process Establishments ★★★★★
- Competitor / Trends Analysis ★★★★★
- Branding & Promotion ★★★★★
- Budgeting & Cost Control ★★★★★
- Key Account Management ★★★★★



Profile Summary

- ▶ Competent professional with over 10 years of rich experience in devising business / retail strategies for achieving business profitability & sales targets in varying market conditions
- ▶ Currently managing the **Cosmetics and Perfume Department with more than 30 stores** in eastern province
- ▶ Launched **new stores** across GCC (KSA, Bahrain Oman and Kuwait) according to the standards of cosmetics industry and department SOP
- ▶ Created periodic financial & sales reports to identify trends and ensured stores are on the correct growth curve; developed department budget, determined appropriate staffing levels and identified ideal marketing expenditures
- ▶ Ensured implementation of a wide range of retail strategies to establish market presence as well as increase revenues and profitability for products & services; resourceful in streamlining operations of the product teams and various service groups for ensuring effective delivery of marketing & sales solutions
- ▶ Proficiency in managing visual merchandising activities; monitoring retail business operations of various retail stores with focus on top-line performance through sales strategies, promotional schemes as well as distribution & channel management
- ▶ A strategist and implementer with recognized proficiency in spearheading business to accomplish corporate plans and goals successfully



Career Timeline





Work Experience

REDTAG Fashion, KSA-Al-Khober as Cluster Manager For Retail Stores (Beauty Division) Since Nov'16.

Key Result Areas:

- ▶ Playing a key role in development of short and long-term strategic plans including annual business plans, media, promotion and innovation pipelines to achieve deeper market penetration & capitalizing market opportunities
- ▶ Engaged in:
 - Inventory management
 - Space utilization & visual merchandising
 - New store opening & renovation
 - Planogram & display definition
 - Promotion & liquidation
 - Lease management & negotiations with mall & landlords
 - Maintaining excellent ambience at store and FIFO format at store storage
 - Executing supply chain activities
- ▶ Exploring potential business avenues & managing marketing & sales operations for achieving the business targets; initiating market development efforts and increasing business growth
- ▶ Designing entire marketing and graphics materials for the launch of new store
- ▶ Identifying new streams for revenue growth & developing plans to build consumer preference
- ▶ Managing accounts and meeting targets relating to revenue growth, profit margin, mix of products and services sales, customer retention and customer acquisition
- ▶ Conceptualizing & implementing competitive strategies for generating sales, developing as well as expanding market share towards the achievement of revenue & profitability targets
- ▶ Leading, mentoring & monitoring performance of highly qualified team members of retail professionals consisting of Regional Managers and Shop Floor Personnel to ensure process efficiency and meeting of targets
- ▶ Coordinating with retail outlets, production, quality and dispatch departments for delivery & distribution of stock

Color Bar Cosmetics Pvt. Ltd. as Retail Store-Manager

Feb'15-Oct'16

Highlights:

- ▶ Ensured high level of customer satisfaction through excellent service
- ▶ Developed business strategies to increase customers' pool, expand store traffic
- ▶ Maintained excellent store condition and visual merchandising standards as per the SOP of the retail department
- ▶ Adopted initiatives to improve customer relationships and generate loyalty



Previous Experience

Faces Cosmetics India Pvt. Ltd. as Retail Store Manager

Aug'13-Feb'15

Lush Fresh Handmade Cosmetics as Retail Store-Supervisor

Sep'11-Jul'13

L'Oréal India Pvt. Ltd., Mumbai as Sales Supervisor

Mar'09-Aug'11

Team Size: 22 Retailers, 2 Distributors and 40-50 Staff

Growth Path:

Sales Supervisor

Counter Sales Staff

Indo-French International as Team Leader

Team Size: 20 Staff



Education

- ▶ B.A from Mumbai University, Mumbai
- ▶ 12th from Ismail Yusuf Collage, Mumbai
- ▶ 10th from Al Falha High School, Mumbai

Technical Skills

MS Office and Internet Applications

Personal Details

Date of Birth: 2nd January 1989

Languages Known: English, Hindi, Marathi & Urdu