

ABU THAHIR K

Results-driven TCG Regional Manager with extensive experience in the technical consumer goods and electronics industry. Skilled in developing and executing promotional campaigns to boost sales, enhance brand visibility, and engage customers. Expertise in planning and implementing visual merchandising strategies to maximize product display and sales potential. Strong background in inventory management, ensuring stock availability, and maintaining operational efficiency across multiple locations. Proven ability to lead teams, foster customer relationships, and drive business growth within the region.

KEY SKILLS

- Promotional Campaign Development
- Team Leadership
- Market Trend Analysis
- Visual Merchandising Planning
- CRM
- Brand Strategy Execution
- Sales Data Analysis and Reporting
- Sales Forecasting
- Vendor Coordination
- Managing the Sales Pipeline
- Stock Control
- Product Knowledge

EXPERIENCES

❖ TCG REGIONAL MANAGER | 2022 - 2025 LULU SAUDI HYPERMARKET LLC | JEDDAH, SAUDI ARABIA

KEY RESPONSIBILITIES

- Develop and implement promotional campaigns to drive product awareness and sales.
- Plan and execute visual merchandising strategies to enhance product visibility and customer engagement.
- Analyze sales data to identify trends, opportunities, and areas for improvement.
- Ensure inventory management, including monitoring stock levels and confirming product availability.
- Coordinate with teams to ensure timely delivery and distribution of products across regions.
- Collaborate with marketing and sales teams to design and implement regional sales strategies.
- Monitor competitor activity and adjust strategies to stay competitive in the market.
- Train and support regional sales teams to achieve sales targets and maintain high performance.
- Ensure proper execution of promotional materials and brand guidelines at regional retail locations.

❖ TCG MANAGER | 2020 - 2022 LULU SAUDI HYPERMARKET LLC | JEDDAH, SAUDI ARABIA

KEY RESPONSIBILITIES

- Drive sales growth by identifying opportunities and executing strategies to meet targets.
- Plan and organize in-store promotions to enhance product visibility and boost sales.
- Support and mentor the sales team, including onboarding and training new hires.
- Develop and maintain strong relationships with customers to foster loyalty and repeat business.
- Collaborate with marketing and product teams to ensure promotions align with company goals.
- Provide guidance and direction to ensure excellent customer service standards are met.
- Track sales performance and prepare regular reports to evaluate team progress and identify areas for improvement.

PERSONAL DETAILS

Mobile : 7736768677, 0570226708

Email ID : thahir444@gmail.com

Address : Kakkadath House, Mele Pattambi

Nationality : Indian

D.O.B : 15.06.1995

Gender : Male

Marital Status : Married

Passport No : N9556696

Driving License : Valid Saudi Arabia & India
Driving License

ACADEMIC CREDENTIALS

2013 - 2016 **B.COM**
Calicut University | India

2013 **HIGHER SECONDARY**
Board of Higher Secondary
Examination | India

2011 **SSLC**
Board of Public
Examination | India

LANGUAGES KNOWN

- English
- Hindi
- Arabic
- Malayalam

CERTIFICATION

- Successfully Completed the Learning Path on Annual It Security Training – 2024 - Lulu

ACHIEVEMENTS

- Best Performer in Tamer (Philips Personal Care) - 2024
- Best Performer in Lulu (Target Achievement) - 2023

COMPUTER SKILLS

- Ms Word
- MS Excel
- PowerPoint
- SAP
- BI

HOBBIES

- Travelling
- Music
- Reading
- Playing Cricket & Football

❖ TCG IN CHARGE | 2018 - 2020

LULU SAUDI HYPERMARKET LLC | JEDDAH, SAUDI ARABIA

KEY RESPONSIBILITIES

- Oversee daily operations of the electronics store, ensuring smooth and efficient service.
- Manage inventory, ensuring stock levels are maintained and products are available for customers.
- Lead and supervise the sales team, providing guidance and support to achieve sales targets.
- Develop and implement in-store promotions and marketing strategies to boost sales.
- Ensure that product displays and visual merchandising meet company standards.
- Provide excellent customer service by addressing inquiries, resolving issues, and ensuring satisfaction.
- Monitor sales data and performance, analyzing trends to make data-driven decisions.

❖ SALES SUPERVISOR | 2017 - 2018

LULU SAUDI HYPERMARKET LLC | JEDDAH, SAUDI ARABIA

KEY RESPONSIBILITIES

- Supervise and lead the sales team, ensuring daily operations are carried out efficiently.
- Monitor sales performance, set targets, and ensure that team members meet or exceed sales goals.
- Provide training and guidance to new and existing staff on sales techniques and product knowledge.
- Ensure high levels of customer satisfaction by addressing customer inquiries and resolving complaints.
- Oversee inventory management, ensuring stock is maintained and products are well-stocked on the sales floor.
- Assist in visual merchandising to ensure products are displayed according to company standards.
- Prepare and review sales reports to track team performance and identify areas for improvement.

❖ SALES STAFF | 2016 - 2017

LULU SAUDI HYPERMARKET LLC | JEDDAH, SAUDI ARABIA

KEY RESPONSIBILITIES

- Greet and assist customers, ensuring a positive shopping experience.
- Provide product knowledge and recommendations to customers based on their needs.
- Maintain product displays and ensure the store is well-organized and clean.
- Assist with inventory management, including restocking shelves and tracking stock levels.
- Process sales transactions accurately and efficiently at the cash register.
- Handle customer inquiries, resolve complaints, and ensure customer satisfaction.
- Support promotional activities and ensure the correct placement of promotional materials.

DECLARATION

Hereby declare that all the details mentioned above are in accordance with the truth and fact as per the knowledge.

ABU THAHIR K