



MOHAMMED ABADA MOHAMMED

**BUSINESS SETUP CONSULTANT | ENTREPRENEUR | SALES & RETAILS STRATEGY |
BUSINESS DEVELOPMENT | PRODUCT DEVELOPMENT | OPERATIONS MANAGEMENT
| TEAM MANAGEMENT | MARKETING MANAGEMENT | BRAND MANAGEMENT**

CAREER SUMMARY

- With over **23 years** of robust experience in both management and sales within the Building Materials industry across the Middle East, I have consistently delivered successful outcomes.
- Expertise in establishing territorial & strategic planning for channel development, business planning and assessing revenue potential within business opportunities.
- Experience in Retail Operations, Business Development, Sales & Marketing, CRM & Team Management.
- Leading the retail division to achieve annual sales targets and increasing the company market share.
- Recruit, hire, coach, and develop high performing field-based sales teams.
- Deft in formulating strategies for healthy core business, leverage strengths into developments & open new frontiers.
- Detail oriented with excellent Relationship Management, Analytical & Communication Skills, work in compliance with high standard company practices and in accordance with brands/product requirements. Performs all duties and responsibilities with a positive attitude.

PROFESSIONAL EXPERIENCE

BEYOND TRADE, DUBAI – UAE (2023 – Date)

❖ FOUNDER & MANAGING DIRECTOR

MARCH 2023 – DATE

Job Responsibilities:

- Creating and managing a business venture.
- Studying market trends.
- Formulating strategic business directions.
- Product development.

JAQUAR GROUP, DUBAI – UAE (2017 – 2023)

❖ REGIONAL MANAGER - MIDDLE EAST

JAN 2019 – MARCH 2023

Job Responsibilities:

- Achieve financial objectives by preparing a yearly plan based on the approved annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Accountable for the set-up of various retail strategy plans for the Middle East.
- Establish and manage the entire retail business operations for multiple showrooms including Dubai, Saudi Arabia, Kuwait, Muscat, Qatar, Bahrain, Iraq, and Jordan.
- Managing & developing dealers/distributors, retailers across the Middle East.
- Manage multiple area managers within a geographic region; adjust retail sales goals and procedures for each area based on goals set for the whole region.
- Hiring all showroom managers and sales consultants, product training, monitoring sales & review KPI performance, preparing incentives structure, and staffing needs.
- Meet sales goals by maximizing sales at every opportunity and training, motivating, mentoring, and providing feedback to sales staff.
- Provide support to showroom managers with accurate replenishment plans & monitor stock allocator executions.
- Ensure that all stores provide service levels which exceed customers' expectations & enhance shopping experience.
- Design all the retail showrooms in Middle East and coordinate with visual merchandising department and external Italian designers to develop the fit-out work details.

CONTACTS

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DUBAI – UAE

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KEY COMPETENCIES

- Business Setup Consultant
- Sales & Retail
- Operations Management
- Business Development
- Strategic Planning
- Market Analysis
- Revenue Maximization
- Team Coaching
- Product Development
- Inventory Management
- Relationship Management
- Performance Management

KEY SKILLS

- entrepreneur
- Interpersonal Skills
- Excellent Communication
- Leadership Skills
- Planning Skills
- Management Skills
- Critical thinking and results-driven decision-

IT SKILLS

- SketchUp
- Photoshop
- ERP
- MS Office

EXHIBITIONS ORGANIZED

- Cersaie – Italy (2017)
- ISH – Germany (2019)
- Saudi Build – KSA (2018 & 2019)
- The Big Show – Oman (2019)
- D3 – UAE (2018 & 2019)
- Hotel Show – UAE (2019)
- Big 5 – UAE (2018)

TRAININGS

Attended manufacturing training related to building materials.

- Jaquar Group (India)
- THG & JCD (France)
- TOTO (Japan)
- Jado (Germany)
- Teuco (Italy)
- Jacuzzi (UK)
- Geberit (Switzerland)
- Dune (Spain)
- Doimo Cucine (Italy)
- Laufen (Swiss)
- Altmans (USA)
- Almar (Italy)
- IB Mixer (Italy)
- Kasch (German)
- IBB (Italy)
- Trend (Italy)
- Pomd'or (Spain)
- Naxos (Italy)
- La Fabbrica (Italy)
- Saloni (Spain)
- Qin (Italy)

- Highly involved with marketing department to build the brand name in the market by organizing Trade Exhibition, Internal Events, Product Launch, Digital Marketing, Press Release and Promotional Campaigns.
- Leading from the front by utilizing my contact list (Architects & Designer and contractor) and meeting all the key people to generate more leads and projects to sales team.
- Apply excellent service skills whilst offering advice and assistance to customers in a professional and efficient manner.
- Identify opportunities for IT enhancements and recommend for development.
- Make reports of the sales targets and draft short- and long-term goals to help achieve targets in systematic manner, help the sales team in tackling the cost negotiation tactfully and counsel customers on fulfilling the required paperwork.

❖ RETAIL MANAGER - DUBAI

AUG 2017 - DEC 2018

Job Responsibilities:

- Managing entire retail business operations for Jaquar Group in UAE.
- Achieved 125% target yearly from retail and small project sales.
- Generating new leads by identifying Architects, Contractors, builders, and end customers within UAE.
- Maintain accurate and attractive merchandise displays, ensuring strategic placement of products to maximize purchases.
- Participate with sales team in role plays on a regular basis to demonstrate “what right looks like”.
- Market visits to identify potential Customers & educate the customer about the product & how they can meet their needs.
- Ensuring Effective brand marketing communications and managing media plans.
- Proactively maintaining and updating CRM and MIS to track leads, sales, forecast and revenue generation.
- Using market and customer information to assist in the development of product plans.
- Achieve revenue targets & Goals set by the management.

ARTE CASA, ABU DHABI – UAE (2006 – 2017)

❖ BUSINESS DEVELOPMENT MANAGER

JULY 2006 - JULY 2017

Job Responsibilities:

- Responsible for overall business performance for brands of Sanitary Ware, Mixers, Bathtubs, Whirlpool, Bathroom Accessories, Bathroom Furniture and Ceramic Tiles.
- Map business dynamics with continuous monitoring of competitor moves, product evaluation and changing needs for realigning strategies for business development.
- Establish new and maintain existing, long-term relationships with customers, contractors, consultants, designers, architects, and developers.
- Manage entire business operations with focus on top & bottom-line profitability by ensuring optimal utilization of resources, responsible for strategy formulation and business development plans for the company.
- development and competition benchmarking
- Interact with the management, team, and associates to facilitate smooth communication to understand and deliver customer service as per customer requirements.
- Achieved 100% yearly target from retail and small project sales.

NAJEM ABA HUSSAIN EST, RIYADH – KSA (2002 – 2006)

❖ ASSISTANT PROCUREMENT MANAGER

AUG. 2002 - MAY 2006

- Monitoring company orders in all the levels

XEROX, CAIRO – EGYPT (2001 – 2002)

❖ AREA SALES EXECUTIVE - CAIRO

JULY 2001 – JULY 2002

EDUCATION

- Bachelor of Commerce (Accounting - English Section), Assiut University, Egypt, 2001.
- Diploma in International Business Skills (IBS), Al Khwarizmi International College, UAE, 2015.
- Diploma in Project Management Professional (PMP), Al Khwarizmi International College, UAE, 2016.