



MOHAMMED SIYAD

SALES & MERCHANDISE

+971544593802 siyadchembalakkara@gmail.com Dubai, UAE

PERSONAL DETAILS

DOB: 02-01-1999

Marital Status: Single

Nationality: Indian

Language: English, Hindi, Malayalam

Driving License

Holding UAE Manual License

EXPERTISE

- Strong understanding of FMCG industry trends, consumer behavior, and market dynamics.
- Excellent verbal and written communication skills in multiple languages, ensuring effective collaboration with international stakeholders.
- Proficient in using computer software and systems for inventory management, data analysis, and merchandising purposes.
- Strong analytical and problem-solving abilities to identify and resolve merchandising challenges.
- Collaborative mindset and ability to work cross-functionally with sales, marketing, and supply chain teams.

EDUCATION

Calicut University | 2017-2020

B Com With Computer Applications

COMPUTER SKILLS

- SAP
- MS Office
- Tally
- System Assembling

PROFESSIONAL SUMMARY

To leverage my language skills and passion for FMCG (Fast-Moving Consumer Goods) merchandising to contribute to the growth and success of a dynamic organization in the FMCG industry.

WORK EXPERIENCE

SALE AND MERCHANDISE

LULU Group International, Dubai | April 2021-Present

- Implemented merchandising plans, ensuring proper product placement and attractive displays.
- Conducted regular store visits to assess stock levels, product visibility, and compliance with brand guidelines.
- Collaborated with sales teams to identify opportunities for promotional activities and ensure sufficient product availability.
- Analyzed market data and consumer insights to identify emerging trends and adapt merchandising strategies accordingly.
- Familiarity with category management principles and techniques.
- Strong negotiation and persuasive skills to influence retailers and maximize shelf space.
- Proficient in using retail analytics tools and software for data-driven decision-making.

SALES

Thalam Curry Powder, Kerala | 2019-2020

- Developed and implemented effective sales strategies to drive revenue and achieve targets.
- Conducted product presentations and demonstrations to highlight features, benefits, and quality of food products.
- Conducted regular expiry checks on food products to ensure freshness and quality.
- Monitored market trends and competitor activities to identify potential growth areas.