



# Faisal Bin Hamza

## Senior Management Professional • Group GM (FMCG & Distribution)

Senior Management Professional with 25+ years in high-impact senior leadership roles that emphasized turnaround strategies within the Sales Management with leading companies in UAE, Qatar & Oman. Vast exposure and experience in operations management, tendering and business development including foreign markets.

### Experience

- Jan 2023 - Present **GROUP GENERAL MANAGER**  
Company: SARAYA DISTRIBUTION LLC, Sultanate of Oman  
Divisions: SARAYA DISTRIBUTION, MACRO MART, LOVERA, HOMY, AREEZ
- 2021 - 2022 **SALES & MARKETING MANAGER**  
Company: FINEWAY INTERNATIONAL TRADING LLC, Sultanate of Oman  
Divisions: Household Division, TALAL Group of Companies
- 2019 - 2021 **BUSINESS DIRECTOR**  
Company: FOOD BOOK RESTAURANT GROUP, Bangalore, India  
Divisions: Restaurant & Catering, MASS General Trading
- 2015 - 2018 **GENERAL MANAGER**  
Company: GLAMS TRADING LLC, Dubai, United Arab Emirates  
Divisions: Trading, Food Import & Export
- 2013 - 2015 **SALES MANAGER**  
Company: GLAMS TRADING LLC, Dubai, United Arab Emirates  
Divisions: Trading, Food Import & Export
- 2009 - 2013 **MANAGER - WHOLESALE DIVISION**  
Company: FAMILIES GROUP OF COMPANIES LLC, Dubai, United Arab Emirates  
Divisions: Families Group, EMACO Group of Companies
- 2005 - 2008 **BUSINESS DEVELOPMENT MANAGER**  
Company: QUALITY GROUP OF COMPANIES, Doha, Qatar  
Divisions: Foodstuff Division
- 1997 - 2005 **SHOWROOM MANAGER**  
Company: STAR WORLD GROUP, Doha, Qatar  
Divisions: Electronics Division

### Roles & Responsibilities

- To make each retail units as independent profit center.
- Sales planning, forecasting and execution.
- Promotions and visual merchandising of shop.
- Team and infrastructure management.
- Achieve monthly, quarterly and Annually sales targets of SIS's.
- Maximize profit and reduce cost.
- Follow up and ensure franchisee/ debtor's payment in time, Analyzing sales figures and forecasting future sales.
- Responsible for developing retail business Ensure all SIS's are operating profitably.
- Ensuring standards for quality customer service.
- Product planning and placement in MBO's as per potential of area and season.
- Managing stock levels and making key decisions about stock control.
- Ensure that all employees and departments is adhering with all policies of organizations.
- Dealing with staffing issues such as interviewing potential staff, conducting appraisals and performance reviews.
- Managing and motivating a team to increase productivity.
- Providing or organizing training and development for retail staff.
- Maintaining awareness of market trends in the retail industry, understanding forthcoming customer initiatives and monitoring what local competitors are doing.
- Distributor management and effective stock liquidation.

### Education & Certificates

- Diploma in Electronics Engineering.
- Pre-Degree - Kerala University
- S.S.L.C - Board of Public Examinations.

### Personal Info

- Sultanate of Oman
- +968 9799 7537
- 51 Years
- faisalhamza603@gmail.com
- UAE, Qatar & Oman LMV Licence

### Skills

- Merchandise Planning & Forecasting
- Customer Facilitation
- Product Presentation
- Sales Planning
- Marketing Initiatives
- Cost Management
- Business Review/Development
- Finance & MIS
- Manpower Management
- General/Administration
- FMCG Business Management Process
- Communication skills

### Key Success Factors

- Thorough understanding of Profit Centre Management.
- Exceptional understanding of consumer preferences in the market,
- Good knowledge of trends, competitor activities. Ability to network across the industry
- Proactive, desire and ability to work in an ambiguous work environment.
- Leadership qualities

### Software

- MS Windows / MAC OS ●●●●● Excellent
- Office Automation Tools ●●●●● Excellent
- ERP ●●●●○ Very Good
- Business Dashboards ●●●●○ Very Good
- BI Reporting ●●●●○ Very Good
- Tally ●●●●○ Very Good

### Languages

- English ●●●●● Excellent
- Hindi ●●●●○ Very Good
- Malayalam ●●●●● Native
- Tamil ●●●○ Good
- Arabic ●●○○○ Basic