

# MOHAMMED MUSHTAQ NADAF

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*Proficiency in formulating, developing and implementing business strategies to ensure revenue goals and profitable sell-through with **over 24 years of expertise.***

**Sector: Retail Operation, Business Development & Channel Sales**



## KEY SKILLS:

- ⇒ *Retail Operations & Sales, Channel / Distributor Management, Business Strategy & Execution, P&L Management, Training & Development, Team Building & Leadership*



## SOFT SKILLS

- ⇒ *Change Agent, Collaborator, Communicator, Motivator, Planner*



## PROFILE SUMMARY:

### Retail Operation:

- ⇒ Proficiency in **managing retail business operations** of various retail stores in a Region with focus on top-line performance through sales strategies
- ⇒ Responsible for **Sales performance, increase in market share, profitability** of a Stores. Preparing specific action plans & adopting feasible sales & marketing strategies.

### Channel Sales:

- ⇒ **Identifying and networking** with financially strong and reliable **dealers, channel partners and franchisees**, resulting in deeper market penetration and reach in the market.
- ⇒ Identifying and studying prospective clients, **generating business from new accounts** & developing them to achieve profitability.
- ⇒ Facilitated and participated in weekly/monthly account planning/forecasting sessions and hosted training sessions to increase knowledge, motivate, and inspire channel partners to achieve results.

### Business Development:

- ⇒ Building & maintaining healthy **business relationship with major clients**, ensuring maximum client satisfaction by achieving performance parameter delivery.
- ⇒ Implementing **sales promotion plans & new concepts to generate sales** for achievement of targets; coordinating the promotional activities for new releases & specific product.

### Team Building:

- ⇒ Team-based management style coupled with the zeal to drive visions into reality; an effective leader with excellent motivational skills to sustain growth momentum
- ⇒ **Leading, training & monitoring the performance** of team members to ensure efficiency in sales operations & commissioning of retail stores



## WORK EXPERIENCE

Feb'16 – Jul'19 with **Home Town** – Praxis Home Retail Ltd. (A Future Group Co.), as **City Head** – Pune & Rest of Maharashtra

### Key Result Areas:

- ⇒ Supporting the Retail Head (COO) by monitoring Region performance - Sales, Profitability, Processes implementation, Best practice driving in stores and develop alternate business segments like Design & Build, Institutional business, Modular Kitchen business in the respective store in the region
- ⇒ Effective management of Stores to support them to achieve and exceed agreed sales targets and maintain, improve high levels of customer experience through all the 8 Retail Stores in the Region
- ⇒ Ensuring proper inventory control & check in the Stores and regular audits by Regional team happen in all stores and WH as per the process
- ⇒ Addressing HR issues as they arise & conduct a SKIP meeting, Happiness meeting with the stores and address the issue with Store Managers
- ⇒ Implementing training activities for the store team and tracking of the same
- ⇒ Building talent pipeline of staff through development programs for the next level in the region

## PREVIOUS EXPERIENCE

May'04-Jan'16 with **Reliance Industries Ltd**

- **Reliance Digital**, Mumbai as **Cluster Head** (5.10 Yr)
- **Industrial Marketing Div., Manager Channel Sales** – Gujarat & Rajasthan (4 Yr)
- **Reliance Petro Marketing Ltd.** (Petroleum Retail), Pune as **Retail Outlet Manager** (2.6 Yr)

Sept'03-May'04 with **Om Kotak Mahindra Life Insurance**, Pune as **Sales Manager**

Sept'02-Aug'03 with **Gati Limited**, Bengaluru as **Territory Sales Manager**

Sept'97-Aug'02 with **Blue Dart Express Limited**, Pune as **Assistant Sales Manager**

Apr'95-Aug'97 with **Magus Marketing Information Pvt. Ltd.**, Pune as **Group Leader**

## Notable Achievements Across the Career

- ⇒ **Commissioned 3 COCO & 3 DODO Petroleum Retail outlet** of Reliance in Pune. Had done the operation setup successfully
- ⇒ **Developed a Channel partner** in Gujarat & Rajasthan for Furnace Oil distribution
- ⇒ **Managed 11 Reliance Digital stores** in Central Mumbai, Thane, Sangli, Kolhapur & Nagpur
- ⇒ Spearheaded the sales of **8 Home Town stores** in Pune, Nashik, Nagpur & Aurangabad stores of 1 lac square feet retail area



## **ACADEMIC DETAILS**

- ⇒ Masters Diploma in Business Administration from Symbiosis Institute, Pune in 1997
- ⇒ PG Diploma in Marketing Management from Symbiosis Institute of Management Studies, Pune in 1995
- ⇒ BA from Meerut University, Ghaziabad in 1993

## **PERSONAL DETAILS**

- ⇒ Date of Birth: 17<sup>th</sup> November 1972
- ⇒ Address: R-Euphoria Coop Housing Society, Building No-4, Flat- 804, 8th Floor, Opp. Talab Factory, Kondwa Budruk, Pune 411048
- ⇒ Languages Known: Hindi, English