

## Sales Manager - Forever New

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Company: Apparel Group - UAE

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

### JOB DESCRIPTION

Key Responsibility:

#### Brand

- .Head up the brand wholesale channels of distribution driving brand Growth and Profitability
- .Maximize sales and profitability of brand stores in line with Company targets.
- .Control costs within budgetary guidelines for the brand stores.
- .Maximize productivity in stores through effective deployment of resources at brand stores to ensure complete sell through as per brand product, style and assortment plans.
- .Review feedback from territories on Brand acceptance and customer expectations.
- .Ensure adherence to financial plan in all key areas - sales, markdowns, margin and average inventory.
- .Inspirationally lead the development of the Wholesale team to meet or exceed commercial goals and KPIs and build Brand equity
- .Identify and communicate Market needs and best practices to the MD, GM and Leadership team
- .P&L head for group wholesale business

#### Financial

- .Work with the management team to build and support delivery of Annual & Longer-Term

## Business Plan

- .Study merchandise requirements for assigned brand by setting sourcing triggers based on actual sales, sales forecasts, company order parameters, inventory checks, forthcoming events, replenishment needs.
- .Design the merchandise plan (pricing, promotion, assortment etc.) with the brand team for timely availability of stocks at the stores.
- .Determine buying requirements for wholesale channels and formulate buying plan and budget.
- .Conduct product selection in coordination with the host brand requirements
- .Ensure effective in-season management across territories (stock balancing, markdown management, stock analysis, stock vs. sales performance) with the senior merchandiser.
- .Strategic development, management and growth of business within MENA
- .Construct, implement, monitor, and control the sales budget across brands by channel
- .Ensure tighter controls on business processes in wholesale orders and accounts receivables

## Deliverables

- .Meet and exceed agreed KPI targets for net sales and profitability
- .Lead by example and with integrity in driving a high employee engagement and high-performance culture
- .Drive improvement of relevant and specific processes in close cooperation with support functions
- .Represent the Wholesale accounts and categories internally as an ambassador with all functions and vice versa
- .Maintain strong relationship with the partners to develop the business to a higher level of growth achieving yearly targets and deliverables
- .Achieve full and on-time order conversion while assuring retail introduction dates are met
- .Conduct regular market visits across the GCC to ensure compliance and continuous improvement

## Business Growth

- .Influence and drive high level of cross functional collaboration with support teams
- .Develop accurate sales forecasts based on market insights and customer inputs
- .Ensure profitability by setting clear targets and action points analysis of risks & new business opportunities with all partners

.Drive quality growth by ensuring all commercial sell-out activities ensure positive brand development

.Manage clearance and other exit activities

Behavioral Competencies

.Collaboration

.Managing Complexity

.Influencing Others

.Drive for Results

.Developing Talent

.Sales responsibility

.Strong Customer relationship

.Self-starter

.Accountable for all sales collection

.Team leader and mentor

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