



MOHAMMED ASHFAQ

RETAIL OPERATIONS AND KEY ACCOUNT MANAGER

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KEY SKILLS

- Retail & Operations Management
- Process Optimization & Efficiency
- Strategic Revenue Growth
- Customer Experience & Engagement
- Team Leadership & Development
- Commercial Leasing
- Vendor Management
- Cross-functional Collaboration
- Visual Merchandising Excellence
- Business Development & Expansion
- Key Account Management
- Benchmarking & Best Practices
- Data-Driven Decision Making
- Logistics & Supply Chain Coordination
- Performance Metrics
- KPI Management
- Cost Control & Budgeting
- Compliance & Regulatory Adherence
- Risk Assessment
- Crisis Management
- Communication Skills

PROFILE SUMMARY

- Results-driven Key Account Manager with **22+ years of experience** in Retail Operations, Key Account Management, and F&B sectors across India, and the Sultanate of Oman.
- Extensive expertise in driving revenue growth, enhancing excellence, and building strategic partnerships.
- Successfully launched new brands and introduced strategic category segmentation at Hyderabad Airport, enhancing passenger experience and setting new standards for retail innovation in aviation.
- Strong background in team leadership and development, fostering a high-performance culture that consistently exceeds targets.
- Skilled at aligning key account strategies with business objectives to fuel growth and retention, offering a versatile leadership profile suited for success in Retail Operations and Key Account Management.

AWARDS & ACCOLADES

- **Star Team of the Year 2024** | GMR Hyderabad International Airport, Hyderabad
- **Star Employee of the Month** (Dec 2020): Recognized for contributions to revenue growth.
- **Star Team Member** (2022-2023): Acknowledged for teamwork and collaboration.
- **FAB '23 Attendee**: First manager selected for the FAB conference in Thailand.
- **Revenue Initiative Award**: Honored for continuous revenue improvement.

WORK EXPERIENCE

Sept. 2017-Jan.2025

GMR Hyderabad International Airport, Hyderabad, India as Associate General Manager

Key Deliverables:

- **Revenue Growth & Optimization:** Implemented revenue enhancement strategies across Retail, F&B, Lounges, and Car Parking, driving a significant increase in non-aeronautical revenue.
- **Strategic Account Management:** Strengthened key account relationships by aligning strategic objectives, ensuring sustained revenue growth and operational efficiency.
- **Customer Experience Enhancement:** Curated high-impact commercial leasing opportunities with top-tier brands, elevating passenger experience and retail engagement.
- **Benchmarking & Implementation:** Conducted industry benchmarking studies, integrating best practices in Retail & F&B sectors to improve performance metrics.
- **Visual Merchandising & Brand Strategy:** Spearheaded innovative visual merchandising strategies, leading to increased footfall and higher conversion rates.
- **Project Feasibility & Expansion:** Led feasibility studies for airport expansion projects, analyzing infrastructure requirements, financial viability, and operational impact.
- **Partner & Stakeholder Management:** Built and nurtured strategic relationships with retail partners, vendors, and cross-functional teams to enhance business performance.
- **Logistics & Supply Chain Coordination:** Streamlined logistics, supply chain, and inventory management, optimizing product availability and minimizing operational disruptions.
- **Cost Control & Budgeting:** Managed operational budgets, identifying areas for cost savings while maintaining service excellence.

- **Team Leadership & Talent Development:** Cultivated a high-performance culture by mentoring and coaching teams, implementing structured training programs, and setting measurable KPIs.

Aug. 2014 – Aug. 2017

Lifestyle International Pvt. Ltd., Hyderabad, India as Store Manager – Max Retail Division

Key Deliverables:

- **Sales Growth & Revenue Maximization:** Consistently exceeded sales targets through data-driven sales action plans and customer engagement initiatives.
- **Inventory Management:** Optimized stock levels based on consumer trends, minimizing lost sales opportunities and increasing profitability.
- **Strategic Store Operations:** Led new store openings and fit-out processes, ensuring seamless execution and performance alignment.
- **Customer Experience & Service Excellence:** Enhanced customer journey frameworks, improving satisfaction scores and repeat business.
- **Compliance & Regulatory Adherence:** Ensured compliance with industry regulations, safety standards, and corporate policies.

Mar. 2012 – Aug. 2014

INOX Leisure Ltd., Hyderabad, India as Manager of Operations

Key Deliverables:

- **Operations & Quality Control:** Supervised daily operations to enhance service quality, satisfaction, and cost efficiency.
- **Marketing & Compliance:** Developed marketing plans and ensured regulatory compliance, enhancing sales and service quality.
- **Customer Experience Enhancement:** Elevated the cinematic experience, increasing overall patron satisfaction.
- **Revenue Management:** Optimized cafeteria sales through strategic pricing, upselling techniques, and inventory control, contributing to overall revenue growth.
- **Staff Training:** Developed training programs for F&B and cinema staff, focusing on service excellence and operational standards.
- **Stakeholder Management:** Collaborated with key stakeholders, including vendors, corporate partners, and internal teams, to streamline operations and drive mutual growth.

PRIOR WORK HISTORY

Mar. 2008 – Mar. 2012: Lifestyle International Pvt. Ltd., Hyderabad, India as Assistant Store Manager – Max Retail Division

Jul. 2004 – Aug. 2008: Landmark Group, Muscat as Department Head (Territory) – Baby Shop

Aug. 2002 – Jul. 2004: Lifestyle International Pvt. Ltd., Hyderabad, India as Customer Service Representative

EDUCATION

- **PGDBM in Business Management**, Osmania University, Secunderabad, India | 2017
- **Bachelor of Commerce**, Osmania University, Hyderabad, India | 2001

PERSONAL DOSSIER

- **Languages:** English, Hindi, and Telugu
- **Nationality:** Indian
- **Current Location:** Dubai, UAE
- **Visa Status:** Visit Visa