

# **KARIM MERCHANT**

**Email:** [km17x77@yahoo.com](mailto:km17x77@yahoo.com)  
**LinkedIn:** [linkedin.com/in/karim-merchant](https://www.linkedin.com/in/karim-merchant)  
**Mobile:** +1 (437) 665-2662

---

## **Professional Summary:**

1. Excellent communication & negotiation skills in local and international purchase.
2. Maintaining healthy relations with existing vendors & upgrade credit limits while sourcing new vendors.
3. Consistent in sales (structural steel, stainless steel, CR, GI, timber & **3M** films) with 8-12% profit margin.

## **Academic Qualification:**

1. Bachelor of Commerce - University of Mumbai (India) - March 1998
2. Higher Secondary Certificate - Maharashtra Board (India) - March 1995
3. Secondary School Certificate - Maharashtra Board (India) - March 1993

## **Computer Proficiency:**

1. Excellent knowledge of Microsoft office and applications.
2. Windows platform.
3. Knowledge of Book-keeping and Accountancy.
4. Knowledge of Tally, UNIPOS, FOCUS 6 & 8, Exactly ERP.

## **Work Experience:**

### **Al Rama International Traders (Group of companies) UAE - July 2012 – October 2023:**

#### **(A) Procurement Manager, BVM Transport LLC, Dubai.**

**August 2020 – October 2023**

1. Researched and identified innovative new suppliers to meet the company's changing needs.
2. Created a request for proposal (RFP) process that allowed for effective comparison of potential suppliers.
3. Created roll over quantity (ROQ) process for all consumables, spare parts & filters to ensure regular availability of inventory.
4. Issue local & import purchase orders with consent of sales team & management.
5. Regular follow up shipment status with suppliers & local shipping lines.
6. Assist accounts department to release local & international vendor payments.
7. Quality check of all local & import goods & communicate with supplier for any quality issue & claim refund / credit note.
8. Post all purchase entries in ERP.

#### **(B) Procurement Manager, Al Rama International Traders, Dubai.**

**February 2015 – July 2020**

1. Developed and maintained an inventory management system of all steel as per grades & timber on regular basis.
2. Generate request for quotation (RFQ), prepare comparison sheets & conclude orders with local & International vendors.
3. Developed a new sourcing strategy that improved supplier diversity and contributed to company sustainability goals.
4. Developed a vendor selection matrix that evaluated suppliers based on cost, quality, and delivery times.
5. Regular follow up shipment with mills, local agents & shipping lines.
6. Assist accounts department to release L/C's & arrange collection of delivery orders from banks against payment.
7. Inspect all local & import purchase goods to ensure quality as per agreed terms & claim refund / credit note against any discrepancy.
8. Post all purchase entries in ERP.

#### **(C) Sales Executive, Al Rama International Traders, Dubai.**

**July 2012 – January 2015**

1. Regular visit & meeting with existing clients & creating new customers.
2. Receive customers inquiries, provide quotations & generate sales.
3. Follow-up with logistics for deliveries as scheduled.
4. Quality check of all material (steel & timber) prior dispatch to customer's site.
5. Follow up payments with customers as per agreed terms.
6. Leveraged customer feedback to identify and solve key problems, resulting in increase in sales.

**Retail Store Manager, Kazi Investment (Pty) Ltd. Africa.**

**July 2007 – April 2012**

1. Developed and maintained strong relationships with suppliers to ensure better costing & timely delivery of products.
2. Achieved store sales targets by additional 14% through innovative promotional campaigns and strategic pricing.
3. Reduced store inventory shrinkage by 6% through improved stock control and security measures.
4. Developed a budget and managed store expenses to ensure profitability.
5. Created monthly reports to track store performance and identify potential issues.
6. Analysed store performance data to identify areas of improvement and develop strategies to increase efficiency.
7. Streamlined store processes and procedures, resulting in increase in employee productivity.

**Customer Service Representative – Silgate Solutions Ltd. (International Call Center & BPO). Mumbai, India.**

**June 2006 – June 2007**

1. Selling holiday packages online to customers in Australia.
2. Address the issues of the customers and provides them with relevant solutions.
3. Retaining the customers by providing them assistance and establishing good relations with them.
4. Make the deal happen by direct contact with the clients.

**Sales Executive, Kazi Investment (Pty) Ltd. Africa.**

**March 2004 – March 2006**

1. Developed a new sales process that improved customer acquisition.
2. Developed a comprehensive understanding of the company's products and services, resulting in increase in customer satisfaction.
3. Exceeded quarterly sales targets by 14%
4. Grew customer base by leveraging strategic partnerships and leveraging referral networks.
5. Developed and implemented a customer loyalty program that increased customer retention.
6. Leveraged customer feedback to identify and solve key problems, resulting in increase in sales.

**Retail Counter Sales – (Eyewear & optician) Mumbai, India.**

**January 2000 – February 2004**

1. Suggest frames & optical lenses to customers as per doctor's recommendation & prescription.
2. Explain customers in detail about benefits of various types of lenses and glasses including round segment (kryptok bifocal), flat top (D-shape bifocal) & progressive bifocal glasses as per their needs.
3. Provide detailed knowledge of glass lenses & CR-39 lenses to customers as per requirements.
4. Utilized sales techniques and strategies to build customer relationships and close sales, resulting in increase in sales.
5. Developed a retail display strategy that increased sales.
6. Maintained a clean, organized and stocked counter, resulting in increase in customers & sales.

**Customer Service (Export department) – Unimarine Agencies (Pvt) Ltd. Mumbai, India.**

**December 1998 – August 1999**

1. Releasing export bills of lading & handling customer service department.
2. Maintaining export documents records & preparing manifests.
3. Correspond and follow up with destination agent.
4. Analysed customer service data to identify and address customer service issues, resulting in improved customer experience.
5. Created and maintained customer service reports that provided insights into customer service performance and customer feedback.
6. Developed customer service scripts that improved customer service representatives' ability to handle customer inquiries.
7. Handling queries on shipments and issue quotations.
8. Correspond with international agents through emails / telephone calls for shipments.

**Language Proficiency:**

1. English – very good command.
2. Gujarati – native speaker.

**Personal Information:**

**Nationality** : Indian  
**Availability** : Immediate  
**Driving License** : Valid UAE & Canada license.