Saleh-Alhazori

Sales Planning | Demand Forecasting | Inventory Planning | Retail Operations

Eastern Province, Saudi Arabia

SUMMARY

Sales planning and retail operations professional with experience spanning supply planning, store leadership, multi-store operations, and premium product sales since 2004. Skilled in demand forecasting, inventory replenishment, retail performance analysis, stakeholder coordination, and project scheduling. Combines commercial judgment with analytical methods including forecast error measurement, reorder point, safety stock, and economic order quantity. PMP certified.

EXPERIENCE

Sales Developer 04/2022 — 08/2026

Cucine Lube

- Managed sales development and project coordination for premium Italian kitchens across Jeddah, Abha, and Najran.
- Supported the "Let Your Atmosphere be Italy" campaign and sales planning for Q3 2024.
- Used sales history and seasonal patterns to anticipate demand and coordinate product availability and project schedules.
- Coordinated site engineers, suppliers, and customers; maintained opportunity and project visibility through CRM records.

Retail Area Assistant 01/2018 — 01/2021

Chalhoub Group

- Coordinated inventory allocation and store transfers across Eastern Province locations during Ramadan, Black Friday, and other peak periods.
- Reviewed sell-through, weeks of supply, GMROI, and store performance reports to inform replenishment and product placement.
- Monitored availability and stockouts, and worked with logistics teams on e-commerce order management and fulfillment issues.
- Analyzed UPT, VPT, and PPT trends and supported store teams in improving commercial performance.

Store Manager 01/2007 — 01/2018

Chalhoub Group

- Led daily store operations, sales planning, team coaching, merchandising, and vendor coordination.
- Reviewed competitive pricing and sales trends to guide local commercial actions and product presentation.
- Implemented monthly inventory counts and discrepancy follow-up to strengthen stock control.
- Supported openings and operational readiness for new-generation Faces stores in the region.

Supply Planner 03/2004 — 09/2007

Galaxy Enterprise

- Prepared demand forecasts from historical sales using moving averages and exponential smoothing; reviewed forecast errors and bias.
- Set replenishment parameters using reorder point, safety stock, and economic order quantity to balance product availability and inventory cost.
- Applied ABC and product movement analysis to prioritize purchasing, improve turnover, and monitor days inventory outstanding.
- Coordinated with suppliers on pricing, payment terms, and lead times.

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P Certified TRAINING, EDUCATION & CONSULTANCY

EDUCATION

Bachelor of Business Administration, Excellent 01/2018

King Faisal University

CERTIFICATES & COURSES

Professional Diploma in AI in Business & Project Management

Project Management Professional (PMP)· Project Management Institute 2020

SKILLS

Demand planning · Moving averages · Exponential smoothing · Linear regression · Seasonality · MAD · MAPE · MSE · Forecast bias · ROP · Safety stock · EOQ · DIO · WOS · Fill rate · Sell-through · GMROI · UPT · VPT · PPT · Advanced Excel · Dashboards · CRM · OMS · Xstore · Primavera P6 · Project coordination · Process automation

LANGUAGES

Arabic Native

English Professional working proficiency

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