



Munawarus Shahnaz Bin Dato' Paduka Abdul Shukor
8 Jalan Alam Jaya 10 ,Taman Alam Jaya 43200
Cheras Selangor
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1.0 Academic qualification

- **Masters in Business Administration (MBA) Majoring in Management** Unitar International University (CGPA of 3.72/4.00) (2020-2023)
- **Bachelors in Business Administration (BBA Hons)**, Majoring in Retail Management.2nd class (CGPA -3.03). University of Institute Technology Mara (UiTM) (1997-1998)
- **Diploma in Business Studies** (CGPA-2.86). University of Institute Technology Mara (UiTM) (1994-1996)

2.0 Outstanding Academic Achievement

- **Awarded Dean's List By UiTM** (Terengganu Branch) For achievement above 3.5 for GPA
- **Awarded Dean's List By Uitm** (Shah Alam, Main Campus) For Achievement above 3.5 for GPA.

3.0 PERSONAL OBJECTIVE

Seeking a corporate management career within your organization to leverage my qualifications, experience, and leadership abilities for mutual growth. Committed and passionate leader dedicated to achieving excellence, with a proven track record of high performance in sales and retailing

4.0 Skills

- Strategic Management Mastery: Proficient in dynamic multitasking and achieving outcomes through unwavering focus and follow-through, showcasing expertise in overseeing a main company with three subsidiaries.
- Talent Development and Global Leadership: Effective in coaching and developing teams at all levels, with over 20 years of global managerial experience, specializing in human capital practices and proficiently overseeing commercial operations.
- Sales Leadership and Market Expertise: Successfully led Metrojaya Sdn. Bhd.'s sales team to achieve an annual target of RM150 million, with 20+ years of diverse sales and marketing expertise, including retail direct selling, telemarketing, impactful presentations, and market expansion.
- Innovative Event Management: Orchestrated major outdoor events and introduced festive season ateria, demonstrating a creative approach to event management and contributing to diversified offerings.
- Market Expansion and Branding Visionary: Pioneered the Food and Café segment at M&S and led the rebranding committee for Metrojaya, launching new departmental stores and revamping existing concept stores nationwide, showcasing strategic vision and branding leadership.
- Results-Driven Culture and Proactive Risk Management: Established a results-driven culture of innovation and proactively identified and mitigated operational risks, ensuring the safety and security of all processes and personnel

5.0 Professional Experiences

Marc 2024- Present

General Manager – Operation

AI-Ikhsan Sport Sdn Bhd

Store Operations Management

- Oversaw day-to-day operations of [number] retail stores, ensuring adherence to company policies and operational standards.
- Implemented efficient inventory management systems, reducing stock discrepancies by [percentage].
- Developed and executed training programs for store staff, resulting in improved customer service and increased sales performance.
- Analysed sales data and store performance metrics to identify opportunities for operational improvements and cost savings.
- Coordinated with marketing and merchandising teams to optimize in-store promotions and product displays.

Store Development

- Led the strategic planning and execution of new store openings, including site selection, lease negotiations, and store design.
- Managed store refurbishment projects, enhancing store aesthetics and functionality to align with brand standards.
- Conducted market research to identify potential locations for expansion, driving a [percentage] increase in market presence.
- Collaborated with contractors and vendors to ensure timely and cost-effective project completion.

E-commerce Management

- Directed e-commerce operations, focusing on website optimization, product listing accuracy, and customer experience.
- Implemented SEO strategies and digital marketing campaigns, resulting in a [percentage] increase in online traffic and sales.
- Managed the integration of e-commerce platforms with inventory and order management systems for seamless operations.
- Developed and analysed e-commerce performance reports to inform strategic decision-making and improve ROI.

6.0 May 2020 to Jan 24: Metrojaya Sdn Bhd

Head Of Operation (HOO)

Head of Merchandizing Living Quarters Sdn Bhd
Exco For the Company

Head Of Operation (HOO)

- **Strategic Leadership and Process Innovation:** Spearheaded cohesive strategies across multiple departments, optimizing end-to-end operations and commercial processes by revamping and modernizing all SOPs to align with current trade and environmental demands. Crafted and communicated an inspiring vision for various facets of the business, achieving alignment with overarching organizational goals.
- **Strategic Growth:** Executed plans for operations, logistics, and commercial activities, contributing significantly to company growth and profitability.
- **Collaborative Synergy:** Fostered collaboration and synergy across diverse departments and teams, championing a holistic approach to achieving company objectives.
- **Results-driven Metrics:** Established and utilized key performance indicators (KPIs) to continually maximize the effectiveness of operational strategies.
- **Change Leadership:** Led successful organizational change initiatives, ensuring seamless transitions and adaptability to dynamic market conditions.
- **Innovation Leadership and Proactive Risk Mitigation:** Drove an innovation culture within operations and commercial teams, fostering creative problem-solving and implementing cutting-edge technologies. Proactively identified and mitigated operational risks, ensuring the safety and security of all processes and personnel.
- **Talent Pipeline:** Focused on cultivating leadership talent, fostering a robust pipeline of future leaders within the organization. Planning for training on all level to make sure the team able to meet up current market demand

Exco of the Company

- **Company Portfolio Management:** Oversee and manage four companies within the MJDS subsidiaries: MJ Department Stores Sdn Bhd, EIC Sdn. Bhd., Sommerset Sdn. Bhd., and Living Quarters Sdn. Bhd.
- **Departmental Oversight:** Supervise and lead key departments including HR, Merchandising, IT Operations, Operations, and Finance, ensuring alignment with organizational goals.
- **Strategic Direction and Market Innovation:** Successfully developed and implemented the company's strategic direction, seizing business opportunities for revitalization, including the creation of a new e-commerce platform and collaboration with Fusion Ex to establish a marketplace. Advised on regional market needs, executed innovative strategies based on market analysis, and led audit preparations, ensuring continuous improvement in operational processes
- **Strategic Business Expansion and Growth Leadership:** Led the successful opening of new locations, launched innovative products, and optimized training and manpower resources. Developed robust partnerships with real estate management, securing advantageous opportunities. Implemented mid and long-term strategies for sustainable business development, including strategic stock clearance to generate cash and introduce in-demand products. Collaborated closely with regional and neighborhood malls to drive growth initiatives.
- **Strategic Sales Initiatives and Innovative Retail Projects:** Developed region-specific sales strategies for diverse retail formats, including Departmental Stores, Chain Stores, and strategic event projects. Successfully spearheaded the creation of a new concept store to penetrate and capture a new market segment.
- **Retail Excellence and Brand Compliance Leadership:** Formulated and implemented retail

policies, continually enhancing the consumer experience through the development and improvement of Retail Operations Standard Operating Procedures (SOPs). Ensured consistent adherence to Brand Values and local regulations across all projects and policies, collaborating with company divisions for unified brand representation. Identified and communicated sales driver opportunities to cross-functional teams, significantly contributing to revenue growth

- **Merchandising Excellence:** Enhanced awareness and excellence of merchandising in stores by conducting regular audits to assess compliance with standards in sales, operations, customer service, and merchandising, as well as policies and procedures.
- **Industry Involvement:** Actively participated as a Council member of the Malaysia Retail Association during the 2022/2024 session, contributing to the growth and development of the retail sector

**Jan 2015- Mei 2020: Marks and Spencer Malaysia
Commercial / Operation Manager**

Main Responsibility

- **Retail Management Success:** Successfully managed 10 retail locations, exceeding a substantial yearly sales budget of RM 150 million and driving sustained growth in sales and profitability.
- **Senior Management Competence:** Demonstrated senior management competence at Marks and Spencer Malaysia, overseeing business strategy development and annual sales budget planning.
- **Influential Leadership and Talent Development:** Led influential leadership in marketing and operations, ensuring strict adherence to corporate policies. Spearheaded recruitment, coaching, and training initiatives, introducing innovative learning and development programs for enhanced store operations.
- **Operational Excellence and Budget Optimization:** Conducted comprehensive audits ensuring consistent back-end function execution and adherence to international risk management standards. Successfully reduced annual showroom operating budget, enhancing staff effectiveness and productivity.
- **Strategic Process Leadership and Reporting:** Spearheaded transformative process improvements in sales and operations, systematically enhancing overall efficiency. Prepared insightful monthly reports and presentations for senior management, ensuring transparent communication and effective decision-making.
- **Store Development Direction:** Provided strategic direction for new store launches and refurbishments, emphasizing an enhanced customer shopping experience.

Special task

- **Leadership in New Outlet Setup:** Appointed as a committee member to lead the Commercial / Operation team in the establishment of new outlets. Played a central role in coordinating efforts with Principal representatives from the UK and Al-Futtaim.
- **Strategic Planning:** Prepared a comprehensive Gantt Chart, outlining the entire timeline for transitioning from landlord handover to the main contractor, culminating in the handover to retail operations. This meticulous planning ensured a smooth and efficient process.
- **Standard Operating Procedures (SOP):** Acted as a committee member responsible for the development and implementation of Standard Operating Procedures (SOP), contributing to streamlined and standardized operational processes.
- **Interim Head of Retail Department:** Demonstrated leadership and adaptability by serving as the Head of Retail Department during the absence of the Head of Country Manager. Effectively spearheaded the company's operations during this interim period
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Achievement

- Awarded as Malaysia's "Transformation Champion" representing Marks and Spencer.
- Awarded as one of the Young Talent Leader for Al-Futtaim Group- among 30 candidates around the world. – As a young Talent leader been chosen to represent MARK AND SPENCER Malaysia at Dubai Conference

Jun 2008- Dec 2014: Macy Home Furnishing Sdn. Bhd. Regional Manager / Senior showroom Manager.

Job Task

Main Responsibility

- **Strategic Operations Excellence:** Successfully reduced annual showroom operating budget, enhancing staff effectiveness and productivity through innovative cost reduction strategies.
- **Multi-Showroom Leadership and Sales Innovation:** Oversaw 5 showrooms with strategic direction, leading sales and distribution initiatives, and implementing innovative reporting and rebranding for enhanced customer appeal.
- **Business Development and Brand Strategy:** Identified brand opportunities and threats, actively developing comprehensive business plans and mission strategies for impactful business development.

Additional responsibilities:

- Appointed by the Director Macy on Acting capacity as interim Head of Retail Department during the absence of a General Manager.
- Involved in management decision that was critical on the company's directions and growth.
- Part of Management Team in the planning of new showroom opening and also in charge of the closure of the old outlets

Nov 2007- May 2008:

Naza Bikes Sales and Distribution

Branch Operation Manager (In charge 7 Branches nationwide)

JOB TASK

- Functioned as Branch Operation Manager managing 7 branches and all branch managers nationwide.

June 2004 - Oct 2007:

Courts Mammoth Berhad.

Branch Manager

JOB TASK

- **Strategic Operations Leadership:** Led cross-functional management, ensuring collaboration and alignment with company goals, overseeing efficient showroom operations, and maintaining adherence to standards.
- **Revenue Growth and Financial Strategy:** Achieved company budget revenue growth through effective customer development, proactive budget monitoring, and strategic management of quarterly P&L ledger accounts for showrooms.

6.0 References

Alicia Thau
Executive Director
Metro Jaya
Kuala Lumpur
Tel: 012-22966524

Jheeva Subramaniam
Chief Executive Officer(CEO)
Protinus Group Sdn. Bhd
Kuala Lumpur
Tel: 012-2125160

