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Top Skills

Financial Analysis
Business Analysis
Strategic Planning

Languages

English (Professional Working)
Malay (Native or Bilingual)
Japanese (Elementary)

Certifications

Expert Panelist for Faculty of Retail Management
Coach of Retailing Business Strategy
In- Store Processor & Documentation Training
Certificate of International Food Safety Management
Human Resource Professional Certification

Syed Ahmad Rifa'i Syed Bakar

Professional Strategist at Pertima Trengganu Sdn. Bhd. (Subsidiary of Terengganu State Economic Development Corporation)
Kuala Terengganu, Terengganu, Malaysia

Summary

I have experienced more than 20 years in the field of retail and FMCG in various business models such as convenience stores, supermarket, hypermarket, halal mart and food manufacturer/ FMCG company.

I have started my career from store assistant to Chief Operating Officer with holding of Bachelor's Degree in Retail Management from OUM.

On top of that, I am conducting retailing and FMCG training to retailers and suppliers starting from beginner to advance course.

More than 1000 participants have attended my training programs and now I'm a professional Strategist and THINK TANK MEMBER of Pertima Trengganu Sdn. Bhd. (Subsidiary of Terengganu State Economic Development Corporation).

Experience

Pertima Trengganu Sdn. Bhd. (Subsidiary of Terengganu State Economic Development Corporation)

Professional Strategist

June 2024 - Present (2 months)

Kuala Terengganu, Terengganu, Malaysia

- Advisor to Head Of Company.
- To lead sales & marketing team in order to improve distribution level, sales, marketing campaigns and so on.
- Acting Head of Business Development Department.
- To assist and guide key account assistant on how to deal with modern trade clients such as AEON Co. & AEON BiG.
- Proposing ideas, strategies and planning to ensure Pertima Trengganu Sdn. Bhd. on the right track.

IZ Biz Transformer Consultancy

Retail Strategist Cum Associate Key Account Management

December 2023 - Present (8 months)

Kuantan, Pahang, Malaysia

- 1) Conducting retail training from basic to advanced level for retail entrepreneurs (more than 1000 participants have attended this training).
- 2) As an advisor to One Mart Advance Sdn. Bhd. (wholesale of plastic goods and Thai food).
- 3) Associate key account manager to the distributor company ZNZ Alpha Laval Sdn. Bhd.
- 4) Project manager for the retail business expansion of Hi Mart Convenience Store.
- 5) Retail Strategist for traditional retail players.
- 6) Advisor to the Malaysian SME Retail community.

Salsabil Trader (M) Sdn. Bhd.

Acting COO cum Business Development Consultant

June 2023 - February 2024 (9 months)

Kota Bharu, Kelantan, Malaysia

Job description:

- 1) To lead operation team for both companies in order to improve the whole process including S.O.Ps, documentation, negotiation and planning for business expansion.
- 2) Personal Advisor to CEO.
- 3) Transforming retail outlets namely Salsabil Trader from traditional to modern trade.
- 4) To develop FMCG academy for Tamar House (M) Sdn. Bhd. & Salsabil Trader (M) Sdn. Bhd. in order to train their staff to become future entrepreneurs.
- 5) To source potential products with good margin for distribution of Tamar House (M) Sdn. Bhd.
- 6) Work closely with Accountant for cash flow improvement.
- 7) Assist sales team of Tamar House (M) Sdn. Bhd. for new account opening especially traditional trade.

PASARAYA DARULMAKMUR

Head of Merchandising

March 2023 - June 2023 (4 months)

Kuantan, Pahang, Malaysia

Merchandising Transformation:

- 1) Creating TTA for outright and consignment business.
- 2) Collecting purchase income of 19k to 25k on monthly basis compared to previous years which was 1k to 5k per month.
- 3) Creating appropriate documentation for merchandising such as Supplier master file, supplier credit limit list, top 500 SKUs plus top 50 suppliers list to ensure smooth payments for them & avoid supply shortages.
- 4) Restructuring the merchandising department. (Each category with a specific buyer) compared to the previous practice, the same category is managed by 2 buyers.
- 5) To set sales & margin targets by category.
- 6) Revamping the whole process of consignment & direct goods.
- 7) Re-negotiate with suppliers to send their goods to our DC & generating income from it.

Koperasi Makmur Malaysia Berhad

General Manager of MG CoopMart Cum Acting General Manager of MG Warehouse

March 2022 - March 2023 (1 year 1 month)

Kuantan, Pahang, Malaysia

JOB DESCRIPTION:

- To plan marketing strategies with respective HOD.
- Supervising and monitoring cash flow, balance sheet and P&L of the company and preparing full report for the submission to top management.
- Preparing annual budget for company.
- To plan operation strategies with respective area managers in order to improve store operation Activities.
- Presenting monthly performance of MG Coop Mart and Warehouse to board of directors.
- To analyse profit and loss statement prepared by finance department before presenting to HQ.
- monitoring staff's performance and work closely with Human Resource Department for improvement by providing relevant training and workshop.
- To ensure any information/ direction from Koperasi Makmur Malaysia being channeled to staff.

- To arrange monthly meeting with all HODs in order to discuss any plan/ issues.
- To maintain good rapport with internal parties such as stakeholders and external parties as well
- Implementing POLC concept in the MG Coop Mart and MG Warehouse management.
- To ensure that MG Coop Mart and MG Warehouse complies with law of federal government of Malaysia from time to time.
- Ensuring staff welfare complies with company's policies and Employment Act 1955 as well.
- Monitor and ensure that all matters related to the safety and health of staff are managed based on the Occupational Safety and Health Act 1994.

ACCOMPLISHMENT:

- Developing S.O.Ps and policies in all MG Coop Mart outlets and MG warehouse as well.
- To start using monthly P&L in order to record sales, expenses, COGS and so on which not in place previously.
- Increasing margin from 10% up to 30% on average after we start focusing on fresh items such as meat, vegetables and fruits.
- YTD Sales incremental (as of July 2022) from RM5,759,240.00 to RM12,854,850.00 (+123%).
- Collecting buying income from suppliers up to RM70,000 (block display rental, new listing fee, opening account fee, DC charges and so on) whereby is not being collected previously.

Adabi Consumer Industries Sdn. Bhd.

Trade Marketing Manager Cum Key Account Management

May 2018 - February 2022 (3 years 10 months)

Rawang, Selangor, Malaysia

- To list in Adabi's products into MT market for every model - hypermarket, supermarket, CVS, petrol station and so on.
- Develop new channels for NPDs and existing products placement.
- Complete all required documents & provide timely and accurate project status reporting while traveling.
- To plan closely with product managers, distributors & buyers on monthly and yearly promo based on seasons, market pattern and so on.

- To manage & controlling Trade Marketing budget for key account investment (product listing, promo fees & secondary display).
- Consulting distributors on the BACK END INVESTMENT for MT market which consist from TTA's structures.
- To monitor and update the TTAs for each MT accounts to the top management as well.
- To conduct competitor's survey- product range, pricing, layout, and promotions.
- Conducting Modern Trade Training to salesmen (by distributors) on quarterly basis.
- To monitor sales out of MT performance on monthly basis.
- To mantain good rapport among subsidiaries and MT buyers.
- To support group of product managers and A&P Manager for planning of ground event in MT Retailers such as Adabi's Fair, sampling activity and so on.
- To monitor & supervise TM Unit.

ACCOMPLISHMENT

- Appointed as one of the Key Account Price Structure Committee of Adabi for 2021.
- Increased number of product listed of Adabi into key account.
- Increased average of 28% for total sales of key account in 2020 VS 2019 especially LKA(TF Value, Billion, Econsave and so on) & C-stores (7-11, 99 Speedmart, etc) by aggressively approaching them in terms of item listing, promo, event/ sampling activity and so on.
- Contributing 25% of sales from total company's revenue in 2020.

- Develop NCs such as Caltex, The Food Purveyor, Eco Shop, Elewsmart and so on.
- Collaborate with Gardenia to run an event in AEON, TF Value Mart and so on.
- To save company's budget on K.A TTAs in order to minimize the investment & maximize the revenue.

Segi Value Holdings Sdn Bhd
 Buying Manager (Chilled & Fozen and Commodities)- Commercial
 February 2018 - May 2018 (4 months)
 Petaling Jaya, Selangor, Malaysia

JOB DESCRIPTION:

- To source best quality merchandises locally and overseas at the best price to ensure best profit margin.
- Liaising with suppliers on issues relating to store complaint.
- To work closely with specialist in order to develop new products based on store demographic and market trend as well.
- To plan monthly and yearly promotion based on seasons, market pattern, and customer's behaviors.
- To revise existing product's prices due to incremental of supplier's overhead cost.
- Presenting new products, sales performance and as well as the progress of the marketing activities to head of department in monthly meeting.
- To control breakage and monitor the inventory turn over and sales as well.
- To conduct competitor's survey- merchandise assortment, pricing, layout, display way and promotions.
- To source for new suppliers and negotiate with the credit terms, rebates, contribution and as well as joint promotion.

The Food Purveyor Sdn Bhd (Formerly known as Village Grocer Holdings Sdn Bhd)

Assistant Category Manager (Chilled & Frozen)

February 2017 - February 2018 (1 year 1 month)

Petaling Jaya, Selangor, Malaysia

JOB DESCRIPTION:

-To assist Category Manager list in new products/ SKUs for Village Grocer and Ong Tai Kim outlets.

-To update egg's prices to all stores on weekly basis upon approval from Category Manager.

- To in charge category of eggs, frozen produced and daily foods.

- Monitoring Trading Terms agreement submitted by suppliers.

- To follow up with suppliers to send goods for new store opening based on delivery schedule that has been set.

- To oversee and manage Chilled & Frozen Administration tasks as well.

- To source for new suppliers and negotiate with the credit terms, rebates, contribution and as well as joint promotion.

- To develop special project of frozen pastry's consignment (Japanese frozen pastries) with respective supplier.

ACCOMPLISHMENT:

- Expanding project of frozen pastry's consignment from 2 outlets (Village Grocer Sunway Giza and Village Grocer Subang Jaya) to another 6 outlets within 6 months (Village Grocer Mount Kiara, Village Grocer My Town, Village Grocer Avenue K, Village Pantry Bangsar, Village Grocer Tropicana Avenue and Village Grocer KL Gateway).

- Supporting to set up 4 new outlets (Village Grocer My Town- March 15th, 2017, Village pantry Bangsar- March 30th, 2017 , Village Grocer KL Gateway- April 12th,2017 & Village Grocer Melawati Mall- July 26th, 2017) within 6 months for Chilled and Frozen Category.

- Increasing sales of Chilled and Frozen Category.
- Increasing other income of total category of chilled and frozen.

AEON BIG (M) SDN BHD
Category Manager, RTE (Sushi)
September 2015 - January 2017 (1 year 5 months)
Subang Jaya, Selangor, Malaysia

JOB DESCRIPTION:

- To source best quality merchandises locally and overseas at the best price to ensure best profit margin.
- Liaising with suppliers on issues relating to store complaint.
- To work closely with specialist in order to develop new products based on store demographic and market trend as well.
- To plan monthly and yearly promotion based on seasons, market pattern, and customer's behaviors.
- To revise existing product's prices due to incremental of supplier's overhead cost.
- Presenting new products, sales performance and as well as the progress of the marketing activities to sales managers in AEON Big Sales Manager Meeting on monthly basis.
- To control breakage and monitor the inventory turn over and sales as well.
- To conduct competitor's survey- merchandise assortment, pricing, layout, display way and promotions.
- To source for new suppliers and negotiate with the credit terms, rebates, contribution and as well as joint promotion.

BinWaharp's Grocer (Subsidiary of Telaga Biru Sdn. Bhd.)
Retail Consultant (Store Development & Strategic Planning)
September 2015 - May 2016 (9 months)

Bandar Sri Damansara, Kuala Lumpur

MAIN ROLES:

Manage program and project efforts for turn-key new store build outs, store relocation, and roll-outs.

Coordinate all levels of client vendors and other internal teams such as Gondolas, chillers, freezers Visual Merchandising, etc.

Preserve the brand image of the client by reviewing all schematic design concepts for brand adherence, accuracy, code compliance, and design standards.

Assist during the initial leasing phase by: reviewing site survey information, reviewing and inputting into all lease exhibits, commitments, and time frames.

Complete all required documentation/paperwork and provide timely and accurate project status reporting while traveling.

MERCHANDISING ROLES:

To source best quality merchandises locally and overseas at the best price to ensure best profit margin.

To plan weekly, monthly and yearly promotions based on seasons, market pattern and customer's behaviors.

To revise existing product's price due to incremental of supplier overhead cost.

To determine merchandise layout and schematic plan.

To conduct competitor's survey- merchandise assortment, pricing, layout, display way and promotions.

To source for new suppliers and negotiate with the credit terms, rebates, contribution and as well as joint promotion.

EXPERIENCE GAINED:

Experienced on how to present projection of Return On Investment, CAPEX and OPEX for new stores to top management and shareholders as well.

Experienced on dealing with contractors including POS System developer for retail store setting up.

ACCOMPLISHMENT:

Opened the new outlet of BinWaharp's Grocer in Saujana Utama, Sungai Buloh, Selangor on 16/1/2016.

AEON CO. M BHD.

Senior Buyer (Daily & Dairy and Delica)

March 2013 - August 2015 (2 years 6 months)

Kuala Lumpur, Malaysia

JOB DESCRIPTION:

- To source best quality merchandises locally and overseas at the best price to ensure best profit margin.
- Liaising with suppliers on issues relating to store complaint.
- To introduce new concept of fresh food items such as economic meal packs, combo meals, and so on based on store demographic and market trend as well.
- To plan weekly, monthly, and yearly promotion based on seasons, market pattern, and customer's behaviors.
- To revise existing product's prices due to incremental of supplier's overhead cost.
- Presenting new products, sales performance and as well as the progress of the marketing activities to management in Maxvalu Store Manager Meeting on monthly basis.
- To control price alteration and monitor the inventory turn over.
- To determine merchandise layout and schematic plan.

- To conduct competitor's survey- merchandise assortment, pricing, layout, display way and promotions.
- To source for new suppliers and negotiate with the credit terms, rebates, contribution and as well as joint promotion.
- To set up new store opening by preparing schematic plan, issuing initial purchase order, new equipment's training to staff and so on.

EXPERIENCE GAINED:

- Knowledge of Daily & Dairy and Fresh Food products as well.
- Negotiation skills on how to deal with suppliers (promotions, rebates and sampling activities).
- Improving communication skills among colleagues and store staff as well.
- Experience on how to source new items and introducing new concept and premium brands as well.
- Experience on setting up the new stores.

ACCOMPLISHMENT:

- Increasing the number of product's assortments in Maxvalu outlets.
- Increasing the sales figure and gross profit as well.
- Completing the renovation of Maxvalu Desa Park City in Kepong, Kuala Lumpur (December 2013).
- Opened the new outlet of Maxvalu Supermarket in Gamuda Walk, Kota Kemuning, Shah Alam on 17/12/2014.

7-Eleven Malaysia

9 years 9 months

Food Service Executive

January 2011 - February 2013 (2 years 2 months)

JOB DESCRIPTION:

- Assist suppliers to develop new products.
- Monitor sales performance on monthly basis.
- Liaising with suppliers on the product delivery for new stores.
- Liaising with suppliers on issues relating to store/franchise complaint.
- To negotiate the best price and GP for new products.
- To discuss with suppliers on the sales performance for every quarter.
- Assist suppliers to select stores as a pilot test for new products.
- To revise existing product's price due to incremental of vendor overhead cost.
- To plan and implementing Special Project such as Combo Meals Project, Multiple Daily Delivery Project and so on.
- Presenting new products to management in New Product Proposal Meeting on fortnightly basis.
- To assist suppliers to obtain Halal certificate by advising them to fulfill the JAKIM requirements in order to enhance the consumer's level of confident to use their products.
- To review performance of new products within 3 months after the launching date.

EXPERIENCE GAINED:

- Product knowledge of fresh food items.
- Negotiation skills on how to deal with suppliers (new items and special projects).
- Improving communication skills among colleagues and store staff as well.

- Experience on how to deal with franchisees.
- Presentation skills.
- Improving on the quality management knowledge especially for food (halal cert. requirements)

ACCOMPLISHMENT:

- Increasing the number of product's assortments in 7 Eleven outlets.
- Increasing the sales figure and gross profit as well.

Senior Officer- Food Service

January 2009 - December 2010 (2 years)

JOB DESCRIPTION:

- To assist executive to key in data in system for new products such as price, weight and so on.
- Monitor sales performance by products on monthly basis.
- Prepare New Opening Account Letter to new supplier.
- Prepare trading term agreement to the suppliers on yearly basis.
- Assist executive to determine product cycle at store level.

EXPERIENCE GAINED:

- Product knowledge of the items.
- Sales analysis on monthly basis.
- Learned on how to obtain other income from suppliers such as rebates, listing and opening account fees.

ACCOMPLISHMENT:

- Promoted to position of Food Service Executive.

Officer- In Store Service

January 2007 - December 2008 (2 years)

JOB DESCRIPTION:

-Liaising with Vendor on installation of reload terminal for new stores.

-Liaising with vendor and stores on replacement of faulty reload terminals.

-Liaising with respective telcos to request daily credit limit in reload terminals as and when required.

-Checking of all Telcos/terminal provider invoices before submitting to finance department.

- Involved in the special project (interchange of reload terminal system from E-Pay to MOL) for all 7 Eleven Malaysia's stores (nation wide).

EXPERIENCE GAINED:

- Product knowledge of the In- Store Services items such as mobile reload items, online Game reloads and IDD phone reloads.

- Gaining Knowledge on how to handle reload terminal (e-pay and MOL)

- Learning on how to check the details on invoices submitted by suppliers before submitting to Finance dept. for payment purposes.

ACCOMPLISHMENT:

- Promoted to position of Senior Officer(Merchandising- Food Service).

- Transferred to Food Service Section.

Assistant Officer- In Store Service

January 2004 - December 2006 (3 years)

JOB DESCRIPTION:

-Assist Officer of Merchandising to monitor sales of reload vouchers on monthly basis.

- Ensure all stores have sufficient credit limit in their reload terminal.
- Arranging with vendors to service/replace faulty terminal.
- Checking void vouchers form submitted by stores.
- Prepare BOF and BOS of reload vouchers on how to sell and void it as and when required.

EXPERIENCE GAINED:

- Product knowledge of the In- Store Services items such as mobile reload items, online Game reloads and IDD phone reloads.
- Gaining Knowledge on how to prepare BOF (Business Operating Flow) and BOS (Business Operating Schedule) of selling and voiding top up vouchers.

ACCOMPLISHMENT:

- Promoted to position of Officer (Merchandising- Services).

Store Associate

June 2003 - December 2003 (7 months)

Melaka Tengah, Malacca, Malaysia

Job Description;

- 1) Take care of the cash register.
- 2) To replenish stock on the selling floor.
- 3) store cleaning job.
- 4) To support sales of store by doing plus selling promotions to customers.

ACCOMPLISHMENT

- Promoted to position of Assistant Officer (In- Store Service), based in 7-11 HQ (Plaza Berjaya, Kuala Lumpur).

Education

Open University Malaysia

Bachelor Degree of Management, Retailing · (2008 - 2012)

Sekolah Menengah Teknik Tuanku Jaafar (STTJ)
High School, Science Stream (Mechanical Engineering) · (1997 - 1998)