



# Rasheed Nouredine

Senior Merchandise Manager  
- H&M Middle East & North Africa

📍 Stuttgart, Germany

✅ Rasheed's availability **should be discussed**

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## Links

 [LinkedIn](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

## Skills

Merchandising (Advanced)

Profit & Loss (Advanced)

Marketing (Advanced)

Operations (Advanced)

Visual Merchandising (Advanced)

OMNI (Advanced)

## Languages

French (Basic)

English (Fluent)

Arabic (Native)

## About

Senior Merchandise Manager with over 10 years of experience. Have a proven track record of success driving profit and growth. Have keen eye for detail and a passion for delivering exceptional customer experiences through effective merchandising strategies, innovation, collaboration, and a customer-centric approach. A natural leader who inspires and motivates his team to achieve their goals and exceed expectations.

### BRANDS WORKED WITH

Armani

H&M

## Experience



### ● Senior Merchandise Manager

H&M | Nov 2017 - Now

Develop and implement merchandise strategies to achieve sales and profit goals.

Analyse sales data and market trends to identify opportunities and make informed decisions.

Forecast sales & stock to manage inventory levels and ensure product availability.

Secure optimum buy per season to drive brand sales goal. Offering the right stock, right quantity at the right time to maximize sales & profitability.

Collaborate with design and production teams to develop new products and collections that are relevant to the market.

Determine the optimal pricing for products, by analysing markets trends, competition & cost. Taking into consideration seasonality, consumer demand & promotional activity.

Determine the best approach for a sale strategy to discount products and clear inventory, while considering impact on sales & margin, brand image & customer perception.

Develop, manage & execute the commercial calendar with marketing & VM teams, scheduling key events and activities to drive sale.

Managing a team of 6 merchandisers. Providing guidance and support.

Establish and maintain strong relationships with key stakeholders in Stockholm head office & regional markets, such as buyers, VM, Operations, & marketing team.



### ● Merchandise Manager

Armani | Aug 2013 - Oct 2017

Responsibilities:

Prepare purchase budget and sales plans

Plan & analyse current stock to maximize full price by ensuring accurate, timely and commercial planning

Attend trade fairs and appointments abroad to select and assemble a new collection of products from suppliers

Weekly stock/sales trades reviews and do the action plans required with Merchandise Director

Analyse every aspect of bestsellers (bestselling price points, colors or styles) and ensuring that bestsellers reach their full potential

Review stock place, reorder when required

Create and implement promotions, decide sale lines and markdown strategy

Train sales staff seasonally, updating the Operation team on collections, trends & product knowledge

Visit stores regularly to recheck proper merchandising of items with proper display

Follow up brands receipt with supplier, shipping and warehouse managers and ensure that quantities being delivered to on time and accurate

Coach and monitor performance of merchandise team within brand

Ensure brand delivers business plan profit through delivery of both volume and cash margin

## Education & Training

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2007 - 2011

● Saint Joseph University

Bachelor Degree, Business Management.