

CHRISTIAN KATTAR

St.Vincent street | Naccache | Lebanon | 1201

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PERSONAL PROFILE

A trilingual, young, experienced, confident professional with a demonstrated history with more than 6 years of working in the retail industry, Keen on achieving growth for the company. Skilled in negotiations analyzing data and very passionate in precision.

CAREER DETAILS

Buyer at Beirut Duty Free – Phoenicia Aer-Rianta Company (PAC) – March 2018 – Present

- Liaising, negotiating with foreign and local suppliers to improve current commercial terms like Diageo, Pernod Ricard, Bacardi, William grants, Mars, Mondelez, Lindt and many more.
- Applying smartly the category management strategies.
- Implementing a competitive pricing strategy.
- Generating orders upon the promotional calendar and seasonality.
- Building partnership with new suppliers, selecting, listing new products.
- Monitoring the market changes specially the competitors.
- Analyzing past sales patterns to anticipate trends in consumer buying pattern which can avoid any missed opportunity in the future.
- Recommending clearance sales and varying delivery schedules to help control stock levels.
- Assisting visual merchandisers in planning store layouts to promote key lines.
- Working with advertising department in order to present sales promotions.
- Setting the adequate yearly promotional plan, purchase plan, marketing plan and the merchandising plan to ensure growth.
- Coordinating with suppliers and contractors to deliver the best HPP, SPP to capture travelers.
- Analyzing the PAX and the top destination in the airport to understand the traveler's needs.
- Providing suppliers sales forecast to receive a high service level

Key achievements

- Increased the Liquor and confectioner category yielded margin in 2018 vs 2017 by 8% and 12% accordingly totaling an annual turnover of \$60 Million
- Focused on setting a strong promotional calendar to maximize the sales and at the same time making sure that all suppliers are satisfied.
- Creating a new merchandising plan according to the split of sales between departure and arrivals.
- Implementing the new concept of brand ambassadors for the brands to create brand awareness.
- Setting a unique target and incentive scheme for the sales staff to achieve more sales.
- Avoiding cannibalization by being selective on the listing of any new brand.
- Generating sales report to grant each category the right merchandising space in the shops.
- Delisting of the aged stock and applying a healthy inventory turnover.
- Awarded the best customer of the year 2018 trophy by Brown Forman.

Purchasing Manager at le Charcutier Aoun - June 2012 to February 2018

- Setting adequate commercial agreements for current and new suppliers.

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- Implementing the Category management cycle.
- Accountable for 100% of the store covering 20 categories.
- Establish the yearly Purchasing, Promotion and merchandising plan.
- Direct coordination with all FMCG suppliers.
- Confirm the purchase orders generated by the buyers.
- Supervising a healthy inventory turnover.
- Stock Control and physical count management.
- Monitoring the data entry team, receiving team and the sales staff.
- Marketing activations execution.
- Maintaining a competitive pricing strategy vs competitors.
- Creating tailor made promotions based on seasonality.
- Creating planograms and granting each supplier the right share of shelf.
- Responsible for the in-store brandings & marketing executions.
- Creating sales and orders forecast.
- Analyzing weekly Sales trends by brand & competitive sales data.
- Daily follow up on received invoices & working with other departments.
- Private label brand launching
- Managing a team of 120 subordinates.
- Recruiting, Coaching and training for the team.

Key achievements

- Achieving a sales growth year on year of at least 3% hence maximizing the profit.
- Training and development for at least 100 employees per year to occupy different tasks at the store.
- Implementing the BAZAR concept.
- Accountable of more than \$25 million per year.
- Creating reports for the entity to analyze the number of customers for the first time in each store.
- Working with the IT department to develop the software.

EDUCATION

- **2012 – 2016** Bachelor degree in Finance from Arts, Sciences and technology university in Lebanon (AUL)
- **2011 – 1994** Baccalaureate in Sociology and Economics from Ecole Ste.Rita , Dbayeh.

OTHER INFORMATION

Mother tongue Arabic, Fluent in English and French.