



MOUSTAFA MAHMOUD IBRAHIM

BRANCH MANAGER

WORK EXPERIENCE

Zerabi Furniture

Branch Manager & Assistant General Sales Manager (KSA) March 2025 - Present

- Oversee full branch operations, including sales performance, staff management, inventory control, and customer service standards
- Support the General Sales Manager in developing and executing strategic sales plans to achieve and exceed revenue targets
- Lead, train, and motivate sales teams to ensure high product knowledge, effective upselling, and excellent customer engagement.
- Monitor daily sales activities, analyse KPIs, and prepare performance reports for senior management.
- Handle key customer accounts, resolve escalated issues professionally, and build strong client relationships to drive repeat business.
- Coordinate with marketing, procurement, and logistics teams to ensure smooth showroom operations and timely product availability.
- Manage staff recruitment, scheduling, and appraisals to maintain optimal productivity and team morale.
- Ensure branch compliance with company policies, operational procedures, and health & safety regulations.
- Analyse market trends and competitor activities to adjust branch strategies effectively for business growth.
- Contribute to developing promotions, pricing strategies, and product mix enhancements to maximise profitability

RAWA FURNITURE

Executive Assistant Director (KSA)

Dec. 2024 - March 2025

- I have worked closely with production teams to ensure the selection of the best raw materials, the accurate execution of design specifications, and the delivery of final products that meet the highest standards of quality.
- Assist senior executives in decision-making, strategy, and business growth.
- Oversee operations, supply chain, and inventory to ensure efficiency.
- Work with sales & marketing teams to boost revenue and customer satisfaction.
- Supervise department heads and support HR in recruitment and training.
- Monitor financial performance, budgeting, and cost control.
- ensure quality control, compliance, and product innovation

ICONIC & TACAPANO

Branch manager (Three Branches in cairo)

2018-2024

- Responsible for the recruitment process .
- Training staff on how to sell and dealing with customers in the most professional ways .
- Maintaining the general appearance of the company and employees .
- Ensuring the shop is stocked clean and visually appealing .
- Make a traffic by welcoming the clients and ensure that they know us well by introducing our unique products and services .
- Open deals and helping to close it perfectly with the staff .
- Review and resolve differences between accounting information and cashdrawer.
- Responsible for signing paper work for all employees payroll .
- support team to solve customer needs by information , answering questions and responding to complains .
- Make sure about customer satisfaction with products and services .
- Support team to follow the customer needs .
- Dividing tasks on the team members according to there capability .
- Supervising the process between the technical and the logistics department in order to provide the customer with the best possible quality .
- Helping clients choosing the right colors and designs that matches their taste .
- reading and managing the layouts to help clients to do the best of the spaces and being practical and useful .

CONTACT

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SKILLS

sales expertise
soft skills
management skills
staff management
strong communication
Risk analysis
Business operations
Recruitment
Good command on both written and spoken english language

EDUCATION

**Bachelor of commerce
(Alexandria university)**

2006 - 2009

PROFILE

A professional branch manager with an experience over 10 years in the same field . proficient in all aspects of furniture and interior designing . engaging with customers on daily basis while presenting a variety of options and ensuring a high level of satisfaction by taking a hands-on approach to customer relations .specialized in retail & manufacture management including effective staff training and supervision .

Sales manager

2016-2018

- Responsible for setup the products for the two brands .
- Reading and managing the layouts to help the client organizing the spaces .
- Creating designs from scratch .
- supervising sales progress (opening and closing deals)
- Dealing with returning , exchanging products & delayed orders .

Shop manager (Alexandria 1st Branch)

2014-2016

- Responsible for gaining profit and achieving monthly goals .
- Responsible for pricing the products .
- Planning gallery exhibitions (ex: le marches & la casa)
- Contacting between the manufactures to handle the details for the orders .
- communicating between the technical , sales and logistics departments.
- Responsible for the quality control and solving maintenance issues .

Mazloun Group

Mazloun home (startup)

Shop manager

2013-2014

- Responsible for the setup of the showroom .
- Provide feedbacks and performance evaluations .
- Helping the staff to solve any issues with the clients .
- Organize the relations between the employees .
- Responsible for the paper work for all the employees
- Responsible to keep the staff on the track of the attendance by refreshing their passion and by supporting them .

Assistant shop manager

2012-2013

- Assisting with displaying the showroom .
- Responsible for the logistics team .
- Reporting the inventory analysis & sales achievements to the shop manager .
- Helping with displaying the new showrooms in five different branches .
- Working on the recruitment process to choose the right employees .
- Responsible for the importing process of the products in the warehouse .

sales

2009-2012

- helping client to choose the right product based on the colors of fabrics
- provides colors or furniture choices to create the mood which is satisfies the customer needs .
- Dealing with the refunding and exchanging process .

