

Job title

Merchandising Assistant

Company's presentation

As the Kingdom's leading eyewear boutique, Optica has become synonymous with professional and advanced eye care. A 4-decade heritage of making millions of customers happy along with a complete portfolio of products and services ranging from affordable to premium makes Optica the most trusted choice across the region. At present, Ray-Ban, Vogue, Carrera, Emporio Armani, Oakley, D&G, Porsche Design, Tag Heuer, Bulgari and Cartier are only some of the brands on offer at the state-of-the-art outlets that have expanded outside of Bahrain to Dubai and Qatar. Touted for the impeccable standards of products and services and the technical knowledge of the staff, Optica is a true visionary in the optical field.

Reporting line

Supply Chain & Product Placement Manager

Position overview

The Merchandising Assistant is responsible for ensuring that products reach our stores, in quantitative, qualitative and timely manner according to related product mix. This involves working closely with all the retail outlets, category managers and with the Supply Chain & Product Placement Manager to accurately forecast trends, plan stock levels and monitor performance.

They also oversee delivery and distribution of stock and deal with suppliers.

Responsibilities

- Plan product ranges and prepare sales and stock plans in conjunction with buyers.
- Liaise with buyers, analysts, stores, suppliers and distributors.
- Maintain a comprehensive library of appropriate data.
- Work closely with visual display staff and department heads to decide how goods should be displayed to maximize customer interest and sales.
- Produce layout plans for stores, sometimes called 'statements'.
- Forecast profits and sales, and optimize the sales volume and profitability of designated product areas.
- Plan budgets and present sales forecasts and figures for new ranges.
- Control stock levels based on forecasts for the season
- Use specialist computer software to handle sales statistics, produce sales projections and present spreadsheets and graphs.
- Analyze every aspect of bestsellers (for example, the bestselling price points, colors or styles) and ensure that bestsellers reach their full potential.
- Maintain awareness of competitors' performance.
- Monitor slow sellers and take action to reduce prices or set promotions as necessary.
- Gather information on customers' reactions to products.
- Analyze previous season's sales and reports on the current season's lines.
- Meet with suppliers and manage the distribution of stock, by negotiating cost prices, ordering stock, agreeing timescales and delivery dates, and completing the necessary paperwork.

- Identify production and supply difficulties and deal with any problems or delays as they arise.
- Relay the merchandise plan to the buyer who, in turn, can decide on what products, styles, colors etc to purchase and from which suppliers, at what price.
- Diversify a contract for the suppliers including quality control, accuracy and flexibility.
- Allocate certain amounts of stock, to each outlet, throughout the season.
- Monitor stock movement, consider markdowns, inter-branch transfers, promotions or clear outs.

Competencies (knowledge, skills and academic qualifications)

- Minimum of High School Diploma
- Minimum 2 years work experience in a similar position (non necessarily in optical company)
- Computer literate (MS Office)
- Fluent in English mandatory, Arabic an advantage
- Good organizational skills
- Cost Reduction and Process Improvement
- Team Work
- Planning
- Communication
- Time management

Location

Bahrain, UAE, Qatar,

Contract type

Permanent

Salary

Basic + housing allowance + transportation allowance (Qatar and UAE) + bonus