**First Name of Application CV No 1681080**

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**CAREER ABSTRACT**

 Nearly **12 years** of experience in Strategic Planning, Client Relationships, Retail Operations, Visual Merchandising, Inventory Control, Shrinkage Management and Customer Focus, Tracking Budget Expenses, Pricing, Vendor Relationships, Market Knowledge, Staffing, Results Driven, Management Proficiency, Verbal Communication.

 Deft at networking with financially strong and reliable dealers, resulting in deeper market penetration and reach.

 An Out-of-the-Box Thinker with a proven track record of increasing revenues, streamlining workflow and creating a team work environment to enhance profitability innovatively for reputed business houses.

Extensive experience in exploring and developing new markets, dealers, accelerating growth & achieving desired sales goals.

 A skilled communicator with exceptional presentation skills in leading cross-functional teams and establishing beneficial relationships.

**CAREER HIGHLIGHTS WITH ATTAINMENTS**

***Duration: Aug ’2015 to Oct ’2015.***

***Company: Big Bazaar Supermarket LLC. (Dubai)***

***Designation: Store Manager***

***Duration: Dec’2011 to May’2015.***

***Company: City Centre Kuwait Hypermarket (Erbil, Kurdistan)***

***Designation: HOD (Supermarket)***

**Company Profile:** City Centre is a leading international hypermarket group based in Kuwait since 1999 and Kurdistan in 2009 (Northern Iraq). City Centre offers a unique family shopping experience at its hypermarket in Shuwaikh, Salmiya and Erbil. City Centre hypermarket offer the largest range of products across Food, Fresh Food, Garments, Household, Electronics, Beauty Care, Toys, plus many more, together with play area and entertainment for children.

**Job Profile:**

**Revenue Generation**

* Achieves Sales targets and ensures profitability of the store.
* Keeps costs low by budgeting the expenses.
* Developing new avenues for promoting the business.
* P/L

**Operations**

* Ensures that all the activities during Store opening and store closing are adhered to.
* Makes sure that all the Cash tills are functioning optimally and minimum manual bills are prepared.
* Coordinates with IT on issues relating to cataloguing, cashiering, schemes etc.
* Coordinates with Category Management team to ensure proper running of the Schemes.

**Competition Mapping**

* Develop awareness about the organized, unorganized retailing segments and Identifying their strengths and weaknesses.
* Identifying competitors in each and every category. Comparing their prices, their suppliers with that of ours.
* Comparing the physical appearances, fixtures, lighting and Area allocation per category.

**Space Management**

* Analyze space allocation category-wise and subcategory-wise with respect to the Sales generated, Stock capacity & Season.
* Increase or decrease space allocation and make alteration of fittings on the basis of such analyses.

**Customer Service**

* Resolving Customer Complaints.
* Interacting with customers & obtaining their feedback.
* Monitoring activities of the CSD.
* Formulating policies and processes to make CSD more customer friendly and effective in its purpose.
* Addresses concerns and queries of customers by being personally available to them.
* Customer Relations Management.
* Conceives and Implements Loyalty programs.
* Lends a direction towards the Customer Service Management.

**Visual Merchandising**

* Maintains the look of the store in consultation with the Visual Merchandiser.
* Visual Presentation of Merchandise.
* Identify, lend direction, strategy to the placement of tools of Visual Merchandising.
* Improving & Maintaining the Façade of the Store
* Bench marking & issuing updates to the Merchandising team of the latest trends in the market.

**Controlling Pilferage**

* Develops systems to control pilferage / shoplifting.
* Controls damages on the floor, with the help of staff.
* Identification of the merchandise likely to be pilfered.
* Identifying areas in the store where security is to be beefed up.

**People Management**

* Providing on the job training to staff.
* Impart training on Product knowledge, Merchandising, Inventory management, Sales Planning, Sales Budgeting in coordination with the HR.
* Ensures that all employees are disciplined and adhere to the stores disciplinary policies.
* Coordinates with the HR in implementing Motivational tools.
* Develops & maintains a motivated and enthusiastic team who would achieve and exceed targets.
* Creates a professional environment for internal as well as external customers.
* Boosting staff morale and developing the right attitude and team spirit in them.
* Discipline and Decorum maintenance.
* Identifying potential people for higher responsibilities.
* Responsible for grooming and development of staff for future roles.

**General Maintenance**

* Supervising the fixed assets in the store.
* Handling local purchases of materials for maintenance as and when needed.
* Monitoring electricity and AC usage and ensuring optimum utilization of energy, thereby resulting in Cost Reduction.

**Inventory Management**

* Approves the Goods Receipt Notes (GRN).
* Coordinates with Warehouse In charge for stock movement both inward & outward.
* Ensures that optimum stock levels are maintained by all the departments through an efficient ordering system.
* Ensures that no good move out of the store without a proper delivery challan.
* Tracking & maintaining inward-outward, floor stocks, back store and stock count levels in the store.
* Studying and preparing plans for Old stocks/ ageing stocks Clearance.
* Minimizing stock loss in line with targets.

**MIS**

* Accountable for database/ MIS preparation, updating & maintenance, administration for the all Database and presenting the same to the management, based on their requirements.
* Bringing together daily/ weekly/ monthly/ quarterly reporting & sales analysis and presenting the same to the management for facilitating decision making process.
* Collating information on market feedback, reseller frequency analysis & related presentations.
* Identifying scope for enhancing Database Quality & greater operational efficiency.

***Duration: Nov'2007 to Oct’2011.***

***Company: Aditya Birla Group (Aditya Birla Retail Ltd.)***

***Designation: Store Manager (Supermarket)***

**Company Profile: India’s** first global corporation spread over 20 countries across the globe**.**

Aditya Birla Retail Group is pan**-**India chain of supermarket and hypermarket under the **“MORE”** brand name. The multi-format store is focusing on all categories such as food, grocery, and general merchandising, including consumer durables.

**Job Profile:**

* Responsible for the Stores Operations & Business Development.
* Analyzing business and assessing the revenue potential in business opportunities.
* Identifying and developing new streams for long-term revenue growth and maintaining relationships with customers to achieve repeat/ referral business through CRM.
* Maintaining High Customer Satisfaction Levels.
* Training staff for their role and responsibility
* Handling P&L of the store, Budgeting, cost controlling, Look after staff retention process.
* Analyzing market business and assessing the revenue potential in business opportunities.
* Analyzing market through monitoring Competitors and provide data to top Management.

**Duration:*May'2004 to June*’*2007*.**

**Company: *Shoe Mart LLC Dubai.(Landmark Group Dubai)***

**Designation: *Asst. Store Manager*(Footwear & Accessories)**

**Company Profile:** Shoe Mart is a homegrown brand and the GCC’s leading retailer in fashion, footwear and accessories for men, women and children. A part of Landmark Group, an international, diversified retail conglomerate with 35 years of retail presence.Shoe Mart carries some 6000 styles of shoes and accessories. It sells 14 million pairs of shoes every year.

**Job Profile:**

* Managed product line which comprises of extensive range of **footwear** to leading international brands of Sports, Formal and casual like Puma, Adidas, Reebok, Nike, Kappa, Lee cooper, Bata (Italy), Clarks, Ecco, Filanto, Hush Puppies Pablo Sky, Shelly's (London) as well as all types of Accessories like Sports Bags, Belts, Portfolios, handbags, Luggage, Socks and shoe-care products etc.
* Responsible for Store Operation & Business Development.
* Ensuring company values are always met.
* setting operative personal objectives, targets, guidelines and assess all reports
* Implementing management needs and insure the smooth communication from and to the staff
* Managing people developments by embracing the company training programs.
* Delegating each staff their role and responsibility.
* Competition Analysis and feedback to management.
* Maintaining High Customer service in the store.
* Attractive Window display with new arrivals for customers.
* Visual Merchandise display as per theme and category wise in all divisions.
* Promotion planning and display as per norms.
* Back store Management for smooth function.
* Inventory Management and track of fast and slow moving of stocks.
* Ensuring track of proper Stock Movement -Inward/outward stocks.
* Responsible for GRN, Logistics, P/L, MIS, Sale, Store expanses, Monitor shop lifting/Security, and exchanges.

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**ACHIEVEMENTS**

* As a Project Head for supermarket was involved In New Store Operation in 2012/2014 in City Centre.
* Successfully handled the store in Dubai, Abu Dhabi, Al Ain & Sharjah in Gulf territory with half-yearly sales achievement of 110% against budget in 2006-2007.
* Initiated SMS marketing and tie-ups with Mall to increase the customer footfall by 25% during B2G1F offer (Shoe Mart).
* Best Store Award for Achieving HighestOpening Sale in all India chain. April, 2008(ABRL)
* Best Store Award in Visual Merchandise (Shoe Mart)

**TRAINING ATTENDED**

 Underwent personality enhancement trainings on:

* Retail standard, Visual Merchandising, customer service, Performance Management System (PMS))
* Programmed of manufacturing process involve in leather technology held in Dubai by Ecco international (Denmark).
* Holds the distinction of visiting:
* The maximum store Visit in Dubai and Kurdistan to widen the scope of knowledge.

**ACADEMIC CREDENTIALS**

B. Com (Pass) Delhi University

**IT CREDENTIALS**

 Proficient ***in MS Office.***

 Internet & E-Mails

**PERSONAL CREDENTIALS**

Date of Birth: 1st October 1977

Nationality: Indian

Marital Status: Married

Languages Known: English, Hindi and Arabic (Basic)

Address: Sharjah

**Visa status: Visit Visa**

**Visa expiry - 12/05/2016**