**CV No 1943886**

***SHAL***

**Career Objective**

Experienced senior retail professional with over nine years of hands on experience seeks challenging position in retail that would best utilise expertise in the business environment. This position should have many opportunities for an aggressive, dedicated individual with the leadership abilities needed to advance.

**Education**

**2003 – 2005     Birmingham City University (Birmingham, UK)**

                        MBA (Finance & Marketing)

**Subjects studied**

Marketing Management, Strategic Management, International Marketing Management, Human Resource Management, Marketing Communications, Advanced Accountancy, Macro Economics

**Work Experience**

**08-2015-Present**               **Operations Manager**

**Duties and Responsibilities**

Overall Job Function: Responsible for maximizing sales to drive profitability. Gives directions, leads and manages the district according to Alshaya values, standards, policies and procedures along with the regional management team. Ensures succession planning within the district.

* Initiate and follow up on actions to maximize sales turnover within stores
* Ensure that high quality H&M direct and indirect customer service is upheld within the district by providing the best shopping experience for each customer and ensuring use of 5 basic demands on the selling floor, in the fitting room and at the cash point
* Follow up with store managers to ensure stock levels are appropriate to maximize selling in each store
* Oversee and follow up with each store to optimize garment quantities and concept selling
* Optimize stores layout together with district team and regional team
* Ensure that each District team member and Store Manager have the right knowledge to drive the business and develop their own teams while working according to the company strategy and guidelines
* Manage and execute recruiting, on boarding, training, developing, and succession planning for store management teams and District team to build retention and reduce turnover
* Follow up with Store Managers to ensure proper training and staff assessment is being completed in each store
* Oversee and establish plans for future staff development needs
* Maintain an overview and ensure that all Employee Relations responsibilities are handled appropriately in the district to ensure a positive work environment.
* Ensure that the district has the appropriate goals, plans and budgets to maximize profitability for all stores
* Establish and reach sales budget
* Ensure that the stores within the district have solid store operation routines that contribute to maximizing sales, efficiency and profit
* Ensure and follow up on reduction routines in each store
* Set and follow up on safety and security goals to prevent loss and guarantee employee and customer safety.
* Sales and profit responsibility for the designated district

**05.2009-07.2014**          **LIDL (Birmingham, U.K)**

**Area Manager**

**Duties and Responsibilities**

* Managing and holding overall responsibility for the success of regional stores by directing all operational aspects of each store and driving sales and profitability whilst minimising costs.
* Responsible for ensuring that store managers and their staff keep stores to the highest possible standards, being well organised and properly merchandised at all times.
* Driving team performance and controlling the training and development of staff.
* Stock control to ensure store shrinkage is within company guidelines so as to protect company property and assets.
* Setting of sales and operational goals and expectations, and ensuring that those goals and expectations are achieved through regular monitoring.
* Responsible for ensuring that all customer service initiatives are in place, dealing with issues quickly and courteously.
* Scheduling regular store visits to ensure compliance in all areas of customer service, store operations and loss prevention.
* Effectively managing the P & L within the allocated budget in order to affect a profitable performance for the area.
* Clearly and concisely communicating business & area objectives to store managers so that they remain well informed of business activity and of their required contribution to company targets.

**05.2005- 04.2009**          **ASDA WALMART**

                                      Store Manager (Graduate Scheme)

**Duties and Responsibilities**

* + Sales and “bottom-line” profits of the store.
  + Recruiting, hiring, training and supporting store employees.
  + Maintaining, encouraging and possessing an “ownership mentality”.
  + Developing & implementing employee performance evaluations and improvement plans.
  + Effectively managing employee turnover and providing a positive working environment.
  + Handling employee issues appropriately and in a timely manner.
  + Resolving customer problems or complaints by determining optimal solutions.
  + Ensuring interior and exterior of store is maintained to company standards.
  + Utilising labour management tools, including effective scheduling to maximise productivity, profitability and margins.
  + Providing exceptional customer service and ensuring staff also provide the same level of service.
  + Communicating, executing & managing marketing & merchandising programmes.
  + Conducting regular store meetings.
  + Ensuring employee awareness of health & safety and emergency procedures.
* Executing & monitoring loss prevention and shrink programmes.
* Management of all store operational issues, to include store housekeeping, store administrative duties, physical inventories, price changes, etc
* Responsible for preparation of work schedules.

**KEY**

**Organisation:**

* Experienced in handling high-pressure situations & adhering to strict deadlines.
* Accomplished Presenter, Speaker and report author.

**Leadership:**

* Effective working on own initiative or as leader of group.
* Ability to articulate and communicate clearly and effectively at all levels.

**Other Relevant Skills:**

* Excellent Analytical skills.
* Impressive interpersonal and conversational skills.
* Good PR skills. (Report writing, Press Releases, Events, Seminars, etc)

**Team working:**

Prepared an in store strategy to achieve department KPI’S with four company colleagues; involved delegating task among group members, setting clear objectives and deadlines and meeting regularly to monitor our progress. I was fully responsible for the planning and cost control. The strategy was immensely successful and profits rose, thus increased the sales by more than 30% and made our department head of region and chain.

**Computing:**

Fully conversant in all Microsoft Packages to include; Excel, Word, Power Point and Internet Explorer and Intranet site maintenance.

**Interests and Leisure Activities:**

Playing cricket, listening to music, hold a keen interest in current affairs, travelling and do creative work in leisure time.

**Personal Details:**

**Name:** Shal Shukla

**DOB:** 17/05/1982

**Nationality:** British

**References:**

References available upon request.

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| **SHAL SHUKLA – CV No 1943886**  To interview this candidate, please send your company name, vacancy and salary offered details along with this or other CV Reference Numbers that you may have short listed from  <http://www.gulfjobseeker.com/employer/cvdatabasepaid.php>  addressing to HR Consultant on [cvcontacts@gulfjobseekers.com](mailto:cvcontacts@gulfjobseekers.com)  We will contact the candidates to ensure their availability for your vacancy and send you our service HR Consulting Fees quotation for your approval. Whatsapp +971504753686  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |