**Georges**

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**PROFILE**

Result-driven retail management professional with 8+ years of experience with comprehensive knowledge of managing and developing stores. Recognized as a top sales performer with a history of consistently setting new sales record.Team oriented with excellent communication skills; highly effective in training and motivating teams.

**KEY COMPETENCIES & SKILL**

|  |  |  |
| --- | --- | --- |
| Retail Operations | Merchandising Strategies | Team Leadership & Mentoring |
| P&L Management | Inventory Management | Customer Service Excellence |
| Budgeting & Cost Controls | Time Management | Personnel Training & Development |

**PROFESSIONAL EXPERIENCE**

Easa Saleh Al Gurg Group (Dubai, UAE , 2012-Present )

**Store Manager**

January 2017 –Present

IDDesign

**Store Manager**

January 2016 – Dec 2016

Chattels & More / Kare-Design UAE

* Successfully launched two new showrooms from A to Z
* Hired and trained a diverse team for being accountable toward the new challenge with a set plan to meet shareholder’s expectations in a fast paced.
* Partnered with buyers to ensure correct product assortment and product integrity
* Completed all merchandising directions and made merchandising decisions based on product trend and sell-through
* Responsible for the entire Store Operations, Training, Inventory Control, Cash Management, Store Administration etc.
* Ensuring exceptional customer service experience.
* Ensuring smooth operations on and off the shop floor.
* Ensuring Controllable costs are maintained within the budget
* Driving operational, visual and customer service standards in store.
* Monitoring and reviewing KPI regularly
* Recognizing and rewarding good staff performance.
* Monitoring product availability levels throughout the day and replenish stocks to ensure 100% availability.
* Developing business links within the local community.
* Actively monitoring competitor activities based on a regular visits & SWOT analyses.

**Showroom Manager**

November 2012 – December 2015

IDDesign

Customer Service & Relations

* Creating a motivating and challenging store atmosphere
* Building customer confidence by actively listening to their concerns and giving appropriate feedback.
* Maintaining a direct customer relationand providing an unrivalled customer service
* Maximize sales by utilizing the client database and effectively develop professional relationships.

Staff Development & Training

* Generating high level of employee morale and engagement by modelling excellent service behaviours and building productive relationship with team
* Running a monthly staff KPI, and identifying strengths and area of development
* Setting an individual training plan, depending on each individual’s needs
* Use of the corporate training department / coaching one on one if needed
* Running a yearly appraisal, and setting staff IDP (Individual Development Plan)
* Running internal and external Brands training/trips for high performers to attend trainings in the brand’s origin country
* Creating and arranging training for sales staff on how to implement ART of selling technique
* Planning and preparing work schedules to meet the needs of the store and assigning employees to specific duties.
* Creating and maintaining individual detailed sales trackers to help team better understand the business revenue and service goals.
* Demonstrated knowledge of company's mission, purpose, goals, and the ability to help employees successfully achieve them.

Brands update& Merchandising

* Being on direct contact with Brands suppliers
* Liaising with Brands marketing departments for a consistentupdates, discontinued collection, new training tools, pricelists and VM guidelines
* Having assigned Brands ambassadors that maintain brands display as per company guideline, and ensure a regular training is done
* Coordinating with marketing department for use of promotions and marketing campaigns.
* Using all the available sources in order to create a commercial store display that allow to push slow moving stock, and still following Brand’s image and VM guideline

Planning and Budgeting

* Being responsible with corporate finance department in setting yearly budget based on previous year performance, stock holding, store square footage
* Planning Brands structure (delisting brands, suggesting new products OTB) for the coming year with corporate planning department based on customer feedback provided by sales team, and previous year Brands figures.

Stock inventory and Audit

* Managing the Showroom stock requests from the warehouse
* Running a quarterly stock count

**Key results:**

Turn around underperforming showroom by completely changing the business model and strategy:

* Sale turnover since joining - **200.8%**
* Sale turnover of **49%** / 2013 vs 2012
* Sale turnover of **34%** / 2014 vs 2013
* Growth Champion 2013/2014 over 19 countries (Certified by HO Denmark)
* Growth Champion Second Quarter over 19 countries (Certified by HO Denmark)
* Best performing showroom 2013 within UAE stores
* Top achiever store for 2014 with **113%** of yearly target
* Being measured as a high performer store by scoring **98%** for store audit
* Being measured as a high performer store for end of year inventory with **0,01%** variance
* Initiate new policy for stores cost effective operation with **35%** decrement vs previous year
* Initiated and managed cross-functional teams which historically have not worked well together to achieve desired results
* Promoted from Showroom Manager to Store Manager

Al Tayer Group (Dubai, UAE)

**Assistant Manager**

August 2009– October 2012

Aati(Home Luxury Multi Brand Store)

Customer Service

* Providing a high standard Store customer service
* Being in charge of dealing with First class, VIP and VVIP customers
* Being a key point of contact for any inquiries, complaints, and customer service issues.

Staff Development

* Running internal Brands training
* Organizing staff schedules and daily tasks
* ­Working close to my Manager, and ensuring Management’s decision are applied on the floor
* Following up regularly on sales team performance
* Training the new employees to do paper, application, and operation work

Store Operation

* Assisting manager in achieving yearly store budget
* Being responsible for the successful day-to-day running & daily store operations
* Being responsible for the cover & discrepancies reports
* Identifying & resolving urgent issues such as customer complaints (escalating to the manager when necessary)
* Adheres to all company policies, procedures and business ethics codes
* Supervising and monitoring several sales activities and ensuring they were in line with the branch regulations, activities and objectives

Brands update

* Being a senior sales representative for a high standard presentation of 7 top luxury leading Brands (**Fendi**, **IPE Cavalli**, **Ralph Lauren**, **Ligne Roset**, **Baxter**, **Minotti** and **Kenzo**)
* Liaising with manager and brands marketing departments growth opportunities, problem areas and key items
* Releasing the right warehouse stock depending on season’s demand

Stock inventory and Audit

* Using SIM Program (Store inventory Management) by Oracle
* Managing the Showroom stock requests from the warehouse based on sell through reports
* Assisting mangers in coordinating a quarterly stock count and being in charge of it
* Supervising team members for maintaining store files as per Audit check list provided by company operation department, and ensuring a regular follow up is done
* Pricing and receiving new stock and being in charge of all stock movement

**Key Results:**

* Achieving / exceeding my personal / annual target for Year 2009-10&11
* Appreciation letter from the General Manager against my sale performance for the financial year 2010-11, quarter two for being a key in helping Aati achieving budget, a first achievement in two years.
* Insignia Excellence Award for achieving the highest sales in the division.
* Appreciation certificate from Mr. Khalid Al Tayer (CEO) for the excellent sales performance and customer service.
* Star Performer Award of the company for the period /Quarter 4-2011
* Being awarded from the company for a training trip to Switzerland / France.

4Homes FZCO (Dubai, UAE)

**Brand Specialist**

April 2007 – August 2009

Tavola

* Being in charge of sharing with the team all the new Brand’s update
* Ticket, arrange and display merchandise to promote sales.
* Explain the product’s benefits to the customers and overcome their objections.
* Researches innovative methods to improve functionality and user experience.
* Interfaced with vendors concerning pricing, availability, damaged product, buy-backs, and special orders.
* Recommend, select, and help locate or obtain merchandise based on customer needs and desires

**EDUCATIONAL BACKGROUND**

* + International Leadership Management, level 2
  + Lebanese University(Accounting 1st Year)

**COURSES & TRAININGS**

* Brands Trainings UAE (Fendi, IPE Cavalli, Ralph Lauren, Baxter,Minotti)
* Brand training France / Switzerland

(Ligne Roset)

* GDP (Group Development Program)
* Key to successful Supervision (Corporate)
* Business etiquettes
* Consultative Selling I&II
* Effective Meetings
* Creative Thinking & Problem Solving
* Health, Safety & Security
* Customer Service (Retail)
* Survival Skills for Supervisors
* Service Excellence
* People Management Skills
* Self management & leadership
* Retail academy 1&2 (Beirut / Dubai)
* Time and Stress Management (Corporate)
* Emotional Intelligence
* PMS (Performance Management System)
* Interviewing skills
* Finance for No financial people
* Train the Trainer

**COMPUTER SKILLS**

* MS Office (Word, Excel, PowerPoint, Outlook
* Oracle Retail Systems (SIM, POS)

**PERSONAL INFORMATION**

Date of Birth: 14th of September 1978

Gender: Male

Nationality: Lebanon

Residence Location: Dubai (UAE)

Marital Status: Married

Language: Arabic (Native), English, French