**AMANPREET **

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**In quest of Managerial assignments in Retail Operations/Sales /Merchandizing/Business Development with an organization of high repute.**

**CAREER CONTOUR**

**OCT 2014 – TILL DATE**

Apparel Group

**Store Manager (Call It Spring , Mall of the Emirates, Dubai, UAE)**

**JUNE 2013- OCT 2014**

Apparel Group

**Store Assitant Manager (Call It Spring , Mall of the Emirates , Dubai, UAE)**

**April 2012-June 2013**

Apparel Group

**Sales Associate (April 2012 -June 2013, Aldo , Mall of the Emirates, Dubai, UAE)**

**JAN 2011 – SEPT 2011**

Big Bazaar Pvt .Ltd

**Sales associate (Big Bazaar ,Jalandhar , Punjab, India )**

**CORE COMPETENCIES**

* Formulate strategies for Business Development ,VM & Sales & Marketing.

**People Management**

**Business Development**

**Retail Operations**

**Team Player**

**Merchandizing and Inventory Control**

**Strategic Planning**

**Execution of key Strategies**

* First hand experience in catering to Luxury segment through high end niche outlet distribution.
* Identifying potential of new products or range of products launched in the

Store .

* Successfully led large teams of different nationalities from junior to middle management
* Analyzing latest marketing trends and tracking competitors’ activities and providing valuable inputs for fine tuning sales & marketing strategies.
* Conceptualising visual merchandising displays, windows & for maintenance of a high-end store Image.
* Formulating strategies and reaching out to the unexplored market segments / customer groups for business expansion.
* Train the field force on different ways of increasing the sales such as Range selling/Suggestive selling, Highlighting focused products etc.
* Training team & ensuring adherence to the norms; reviewing performance of Sales & Operations team in territory for reporting to management.
* Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst team.
* Achieved the highest sales of AED 1 million in a month
* Leading the team for opening a new Call it Spring Store in Diera City center
* Conceptualized and executed campaign which helped in clearing out the old merchandize

**EMPLOYMENT CHRONICLE**

**Call It Spring (Apparel Group, Mall of the emirates ) Store Manager**

**OCT 2014-Till Date**

**Accountabilities:**

**Reports to the Area /Operation Manager.**

* **Profitability and Sales**
* Managing the flagship store of Call It Spring having an Annual turnover of AED 9 to 12 million.
* Establishing and achieving store profitability and sales goals, and increasing the store’s market share through regular sales efforts.
* Establish and achieve store profitability and sales goals.
* Establish and achieve the profitability and sales goals identified in the annual budget.
* Review sales reports monthly with store employees.
* Review daily reports with salespeople weekly and forward the reports to the Management.
* Submit sales analysis report weekly/monthly to management.
* Ensure store staff has current tools to make successful sales presentations.
* Focus upon store sales Parameters (ATV, UPT, CONVERSION, PER SQ FT RETURN ETC) & ensure the staff understands them well & are working towards achieving the set goals for the same.
* Closely monitor the Inventory levels of the store and ensure to have adequate density per sq ft in the store to optimize the sales.
* Continuously work upon finding new & innovative ways to increase the productivity & profitability of the store (increasing staff productivity decreasing store expenses).

**Supervision**

* Supervision involves establishing and communicating store goals and results to employees, staffing the store and delegating the workload, actively supporting employee growth, and upholding cooperative policies.
* Establish and communicate store goals and results to employees.
* Establish store goals with in sync of the vision of top management.
* Formulate and update job descriptions for all positions within the store.
* Recommend selection of employees based on job requirements and adjust work force to fit seasonal needs with a minimum of unproductive labour costs.
* Actively support employee growth
* Schedule and supervise orientation for new store employees.
* Update employees regularly on new product knowledge.
* Identify in writing annually training needed for individual employees.
* Discuss performance with each store employee
* Complete and administer a yearly merit review with each store employee following management approval.
* Stimulate and develop positive morale and team spirit that leads to high productivity.
* Actively work to increase personal skills and knowledge of the team.
* Ensure that store facilities and equipment meet all Legal & Safety regulations.
* Develop and update a regular maintenance schedule for all store facilities and Equipment.

**Visual Merchandising**

* Supervise closely & instruct the Visual merchandisers to enhance the look and feel of the merchandise & store.
* Provide an easy & relaxed shopping & visual presentation of the merchandise so that it is easy to select & shop for the customers.
* Always to promote UP selling & ADD ON selling via VM (lifestyle merchandising, highlight the new collection, attractive price points etc).
* Communicate all the offers & discounts clearly to the customers to increase the sell through.

**Reporting**

* Reporting involves submitting all required operational reports to management within the time limits.
* Submit daily invoices and sales recaps to management daily with no errors or discrepancies.
* Turn in all product receipts and supporting materials to management daily.
* Submit monthly reports to management by the end of each month.
* Monthly reports should include the following:
  + Inventory Analysis Report.
  + Sales promotion report.
  + Competitive retail market report.
  + Employee performance evaluation & store maintenance snag list.
* **Service**
* Service involves providing and promoting the service necessary to meet the store’s goals.
* Ensure all time EXCELLENT customer service in the store.
* Handle complaints promptly.
* Ensure all services provided assist in achieving store profitability.
* Lose no customers due to services provided by the store.
* Maintain energetic & vibrant ambiance in the store to ensure exceptional customer service.
* **Maintenance**
* Maintenance involves maintaining property, facilities, and equipment.
* Ensure property, facilities, and equipment remain in good repair and appearance.
* Make recommendations on replacement, additions, or deletions of facilities and equipment.
* Maintain a clean and orderly store.
* Arrange seasonal displays.
* Lose no customer due to unsatisfactory equipment performance.

**Call It Spring (Apprael Group ,Mall Of The Emirates ) Store Assisstant Manager**

**June 2013- OCT 2014**

1. **Merchandising, Shop keeping and Store Standards and Traffic counter.**

* Ensuring all stock is displayed on sales floor according to Company layout.
* To update all new in-store arrivals, pricing etc.
* To display all merchandise proportionately and accordingly.
* To ensure all products are price tagged and bar-coded before display.
* Full knowledge of products, departments in store, make, features and after sales service.
* Maintain a detailed knowledge of the section merchandise, ensuring promotions and fast selling lines are featured.
* Monitor Sales performance against last year, last week and budget on a daily and weekly basis and communicate to staff.
* To assist in accurate stock counts as per store requirements.
* To assist in training the new joiners’ on shop floor .

1. **Customer Service**

* To provide customer satisfaction by delivering exceptional customer service.
* To have a clear understanding of the seasonal hot cakes and providing product knowledge to customers.
* **Communicate appropriately with customers including proactive greeting and acknowledgement.**
* To take ownership and effectively deal with customer queries and complaints.
* Follow procedures for dealing with specific customer orders.
* **Follow the GOLDEN RULE of selling – greeting, asking, listening, advising reassuring and thanking the customers.**

**Aldo (Apprael Group ,Mall Of The Emirates ) Sales Associate**

**April 2012 – June 2013**

**Accountabilities:**

Work Responsibilities

* Responsible for interfacing with customers in empathetic and
* Professional manner.
* Responsible for resolving customer needs, concerns and
* Problems.
* Promising effects to grab more customers, and customer satisfactions . Handling customer inquiries and complaints; and providing
  + Information on products and services
  + Ensure customer satisfaction and issue resolution.
  + Providing Daily and Monthly transaction reports to superiors

**ACHIEVEMENTS**

* **Club Elite Winner for Best Store Incharge at store Level for UAE (Deira City Center )Rewarded by I phone 6.**
* **Officially achieved certification for “Apparel Manager Program” .**
* **Best sales associate for Mall of the Emirates .**

**SCHOLASTICS**

* **Higher secondary from PSEB**
* **IELTS (INTERNATIONAL ENGLISH LANGUAGE TRAINING SYSTEM )2011**
* **Diploma In Computer Application 2010**

**PERSONAL DOSSIER**

Date of Birth : 22nd September 1988

Address : On Request.