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| Objective  **Summery** | To be ‘**one in million, not million in one’**.     * Completes store operational requirements by scheduling and assigning employees; following up on work results. * Maintains store staff by recruiting, selecting, orienting, and training employees. * Maintains store staff job results by coaching, counseling, and disciplining employees; planning, monitoring, and appraising job results. * Achieves financial objectives by preparing Daily and weekly and monthly with an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions. * Identifies current and future customer requirements by establishing rapport with potential and actual customers and other persons in a position to understand service requirements. * Ensures availability of merchandise and services by approving contracts; maintaining inventories. * Formulates pricing policies by reviewing merchandising activities; determining additional needed sales promotion; authorizing clearance sales; studying trends. * Markets merchandise by studying advertising, sales promotion, and display plans; analyzing operating and financial statements for profitability ratios. * Secures merchandise by implementing security systems and measures. * Protects employees and customers by providing a safe and clean store environment. * Maintains the stability and reputation of the store by complying with legal requirements. * Determines marketing strategy changes by reviewing operating and financial statements and departmental sales records. * Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies. * Maintains operations by initiating, coordinating, and enforcing program, operational, and personnel policies and procedures. * Contributes to team effort by accomplishing related results as needed. |
| Experience | **June 2013 – Sept 2013(SSM) Tema Retail Egypt Cairo – Egypt**  **(Senior Store Manager)**  (LC Waikiki Store) in Dandy Mall (1430 SQM) –Giza  **October 2012 – May 2013(SSM) Tema Retail Egypt** **Alexandria – Egypt**  **(Senior Store Manager)**  Opening new (LC Waikiki Store) in San Stefano Mall (750 SQM)  **July 2012 – October 2012(SSM) Tema Retail Egypt** **Cairo – Egypt**  **(Senior Store Manager)**  Opening new (LC Waikiki Store) in Mall of Arabia (890 SQM) Giza    **July 2011 – May 2012 Tema Textile Co.** **Aleppo – Syria**  **(Store Manager)**   * Opening new Turkish brand (LC Waikiki) (1151 SQM) * Supporting in New opening Store in Egypt Sun City Mall in November 2011.   **Aug 2010-Jan 2011 United Fashion Co.**  **Tripoli –Libya**  **(Brand Manager)**  \*Manage New store (Next) Brand(1650 SQM) to achieve the budget plan for 2010, develop staff to carry the responsibilities in there sections, keep the store standard in high performance.  **July 2009-Mar 2010 Senwan Trading Co.** **Tripoli –Libya.**  **(Store Manager)**  \*Opening new French brand(Okaidi) (85 SQM) in financial street in Tripoli, with successful achievement  In yearly budget with +16% up and **1st place** in Okaidi world in item basket(IB 2009).    **Mar 2008- May 2009 AL SHAYA International Trading Co.**  **Dammam - KSA.**  **(Store Manager)**  Store Manager Mothercare Al Shatie store manager (165 SQM)  \*Opening new mothercare store and achieve the **6th place** in middle east in mothercare  With +66% against the budget for 2008.   * Leading for Stock take Mothercare Qatif.   **Jun 2007 – Jun 2008 Dareen International Trading Co.** **Qatar.**  ( The sister of al shaya leading Retailer in the Middle East )  **Assistant store manager , Next (UK Brand), Doha (190 SQM)**   * Achieved 2006 yearly sales budget over +24% (9 millions) as well as +26% ahead on 2007 year to date sales budget through providing consistent and exceptional standard of customer service. * Achieved yearly shrinkage target through planning and implementing stock audits effectively. * Adopted a democratic leadership style which enhances communication and encourages honest working relationship ensuring strict adherence to Company policies and procedures. * Trained and developed people through conducting weekly training, controlling store administration, setting performance objectives.   **April 2006-JUN2007** **Darren International Trading Co.** Qatar.  ( The sister of al shaya leading Retailer in the Middle East )  Assistant store manager (mothercare the Mall) Doha (240 SQM)   * Increased sales by 79% plus above the yearly budget. * Brought own branch as the number one in terms of stock loss, Visual merchandising and profit. * Motivated and identified potential sales force through management skills. * Considered as the leading Branch Manager out of all branches in the region. |
|  | **JUN 2005-April 2006** **Alshaya International Trading Co.** KSA.  ( The leading Retailer in the Middle East )  Assistant Store Manager, Mothercare Dhakeel .Medina (Store opening) (195 SQM)   * Achieved yearly budget through building team spirit. * Given responsibility to handle the store individually. * Managed about 5 sales advisors through planning, organizing, controlling people and directing. * Conducted training courses for new recruits every Monday— speeding profitability. |
|  | **Nov 2000-Jun 2005** **Alshaya International Trading Co.** KSA.  ( The leading Retailer in the Middle East )  Sales Advisor - Mothercare the center Tahlia (UK) brand, Jeddah (365 SQM)   * Received ‘ABCD’ award for excellent customer service. * Given responsibility to look after all the departments as well as visual display. * Given responsibility to be the in-charge of the store in absence of Manager. * Proved to be a team leader by improving self effectiveness. * Supporting in opening new stores in Mekkah and Al-Taif. |
| Education | 1994 - 1996 Agriculture institute al mazraa, al soueda .  Diploma (with 71% degree),G  1993– 1994 AL MAZRAA HIGH SPECIAL SCHOOL.  Higher Secondary School Certificate (HSC). |
| Received Training | * First line Management skills * Goals setting * Time Management * Basic Computer skills * GFI goods receiving process * Profit Management * Loss prevention Work book. * Serving to succeed * Appraisal conduction training * Effective team. * Trainer Store Manager |
| Interests | Reading magazines, science and history books, sport, listening music and travelling to ancient places. |
| Personal Data |

**Date of Birth : 1th October, 1974**

**Religion : Muslim**

**Marital Status : Married**

**Nationality : Syrian**

**Languages Known: English, Arabic.**

**Height & Weight : 187 cm. 80 kg.**