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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.
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| 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.
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|  | **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.
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|  | **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.
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| Education |  1994 - 1996 Agriculture institute al mazraa, al soueda . Diploma (with 71% degree),G1993– 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
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| 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.**