**Ismail**

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**Professional Profile**

**An innovative Leader with extensive experience in retail, specialising in sales, and Store management.10 years experience within UK retail and 2 years in KSA Market. Driven and ambitious with a strong customer focus and a diligent work ethic.Contributed to significant commercial profits, continuously meeting sales targets, maintaining high Store standardsand exceeding customer expectations at Concept - Max, the Landmark group as a Store Operations Manager.Inspirational leadership with excellent interpersonal skills indeveloping, driving and motivating a team to meet and exceed targets.**

**Objective**

Seeking a new business challengeto further developinnovativeLeadership qualities and professional experience and to add real value in teammotivation and exceedsales targets

**Career Summary**

**Store Operations Manager - Landmark group (Concept - Max): Jan- 2015 to Jan-2017** (Concept - Max part of the Landmark Group is the largest Value fashion retail chain in the middle east with a turnover in excess of USD 1.2 billion) Responsible for 26,000 square foot store and 22 employees

* Swiftly resolving all customer queries/complaints taking corrective action in line with Company Policy and exceeding customer expectations through effective customer service store improvement planning & assessment of mystery shopping feedback
* Conducting staff performance reviews against learning & development & store objectives ensuring appropriate training needs are met
* Effective resource & succession planning and continual staff training utilising a 360 degree feedback approach towards customer care, product knowledge and sales
* Leading the induction program supporting new starters development with successful team mentoring, motivation and integration
* Analyzing and delivering daily sales and productivity targets as well as monitoring and controlling consumer expenses and overseeing all point of in store sales activities and increased sales and forecasts via an effective team leadership and staff feedback program.
* Ensuring all in store visual appearance including non-retail areas meet the highest standards
* Analyzing, highlighting and monitoring ageing stock, stockloss and space management through the in store stock inventory and merchandise management process
* Maintaining standard operation procedures and continuously auditing own store administration including all activity surrounding cash transactions
* Researching and reviewing local and wider commercial environment
* Diagnosing, planning, implementing and monitoring LFL strategies to increase sales (improvement in ATV and UBT and BLT activities)
* Swiftly Plan and implement SLAP (stock loss action plan) following the announcement of inventory results.

**Key achievements**

* **KPI's -** consistently meeting targets without exceeding budgets with regard toMystery shopping report/POS report/Grooming checklist and Monthly competition mapping
* Effectively managing staff budget and never exceeding the annualized attrition of 60% with regard to Succession and retention planning
* Loss and prevention - Achievement within 'X Value' cost of damage/loss of goods on display on physical or invisible inventoryShukrans conversion (Customer loyalty program)&Customer review on service and sales floor standards and consumer expenses and shukran contribution continually met minimum 60% target
* Efficient Auditing and Stock take results and achieved Budget targets
* Effectively monitoring costs within allocated budgets and consumer expenses
* Strong and capablefocus on commercial and business acumen
* Achieved successful on target new Store launching and effective leadership and driving of in store floor mapping

**2004 – 2014Asda, Leicester Fosse Park (Subsidiary of US Wal-Martin the UK)**

* Responsibility for managing over 70 staff, 4 managers and 5 sectional leaders across 9 departments in the 5th largest UK Asda Store, a subsidiary of Wal-Mart, USDriving low cost business model ensuring Asda remain the lowest priced supermarket in the UK
* Driving low cost business model ensuring Asda remain the lowest priced supermarket in the UK
* Maintaining strong employee relations with an absenteeism rate of less than 7%

**Key Achievements:**

* Consistently met performance goals and business challenges to gain consistent promotion within a large retail chain store and driving sales and achieving revenues of over £200k per day
* Actively involved in the "Asda Grow Programme", developing people through training and mentoring
* Boosting sales of unpopular products through display (POS) , presentation and promotion

**2011 – 2014**Trading Manager (Nights)

**2007 – 2011** Departmental Manager

**2005 – 2007** Sectional Leader

**2004 – 2005** Sales Assistant

**Education and Qualifications**

**MBA** Retail management, Elective – Human resources management, NIMB India- Perusing (Feb- 2017)

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| --- | --- |
| **Diploma** | Advanced Diploma in Business Administration, Middlesex College, London (2007) |
|  | Business Administration, Middlesex College, London (2005) |
| **HND**  | Human Resource Management, Middlesex College, London (2004) |
| **ACCA** | A1 Transaction Accounting, Sri Lanka (2003) |
| **Certificate** | Computer Hardware, Sri Lanka (2003) |
| **Diploma** | Computer Studies, Sri Lanka (2002) |
| **O Level** | Including English and Mathematics, Sri Lanka (2002) |
| **AISSL** | Including English and Mathematics, Sri Lanka (2000) |

**Key I.T. Skills**

Microsoft Office Suite (Word, Excel (advanced), Access), Power point, Oracle, Social Media and Email

**Additional Information**

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| **Languages:** | * Fluent English and Tamil; Conversational Sinhale; Basic conversational Arabic
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| **Other**  |  |
| **Achievements& qualifications:** | * Lead fundamental for store managers (Land mark group) in 2015
* Grow program for departmental managers in 2007
* Qualified in first aid and Fire Warden
* Completed 2006 and 2011 bicycle ride in aid of Tickled Pink Cancer Research Foundation, raising over £12k
 |
|  | * Assisted friends set up successful businesses
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**Interests and Activities**

**Currently include:** Reading Business Journals, social networking, Gym, Cricket, and Charity Work

**Personal details**

**Nationality:** Srilankan

**Age:** 30

**Marital status:** Married

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**REFERENCES ARE AVAILABLE ON REQUEST**