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| Picture 31281181**Anna**  [**Anna.65882@2freemail.com**](mailto:Anna.65882@2freemail.com)  **Managerial / Customer Care Service** | | | | |
| **EXECUTIVE SUMMARY**  Results-driven and enthusiastic sales professional with more than 8 years of experience enjoying the challenge and rewards of retail sales, hospitality industry operations and customer service. Possess career track of exceeding sales objectives and maintaining clean counter area with excellent communication and relation building skills. Exercised functional supervision over staff, managed effectively stressful work environment, achieve sales targets, increased sales and restore customer relationships. | | | | |
| **Strengths** | | | | |
| * Proven experience in Gulf market | | * Retail sales industry background | | |
| * Effective sales presentation-demonstration skills | | * Excellent products & service knowledge | | |
| * Stocking and inventory control experience | | * Outlet display and merchandising skills | | |
| * Eager for new challenges and learning | | * Customer-focused and efficient team player | | |
| **ACHIEVEMENTS** |  | |  | |
| * Consistently achieved career growth from retail trading and hospitality sector. * Surpassed performance goals set by the management and maintained accurate sales records. * Dealt tactfully with multicultural customers and addressed to their requirements effectively. * Awarded with Certificate of Appreciation during the Regional Training in Bahrain and for Dedication Grand Pix Bahrain held in September 2006 and June 2005 respectively. * Gained excellent working knowledge of business practices within the hotel management. * Displayed ability to explore best customer service practices and apply in the organization. | | | | |
| **WORK EXPERIENCE** |  | |  | |
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| **Counter Sales Staff,** Galler Chocolates & Restaurant (Al Tayer Group), Dubai, UAE | | | | **2009 - Present** |
| **Cashier (Training Supervisor),** Jawad Business Group, Bahrain | | | | **2004-2007** |
| ALSHAYA GROUP BAHRAIN | | | | **2007– 2009** |
| **ZAHRA BEAUTY &COSMETICS** ,NAIROBI KENYA  VALID UAE DRIVING LICENCE | | | | **2001 - 2002** |
| **AREAS OF EXPERTISE** |  | |  | |
| **Showroom / Counter Sales**   * Provide customer service at a sales counter and sells to walk-in or call-in customers. * Selling, merchandising and helping walk in customers to select and buy right products. * Organize attractive product displays and participate in store promotions activities. * Take inventory of the goods, prepare invoices, and handle goods return / defective cases tactfully. * Convince customers to buy right merchandise and sell to multicultural clientele. | | | | |
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| **Cont’d…**   * Develop client database. Follow up with repeat clients and present reports to management. * Carry out competitor analysis and product review to identify the nonmoving stocks. * Develop and keep sales records, follow up on orders and deliveries. * Keep up-to-date with market trends and developments in the relevant industry. * Participate in marketing events, product launches and promotions to boost sales. * Prepare daily, weekly and monthly reports and present to the management for review. | | | | |
| **Cash Sales Management (Cashier)**   * Greet customers entering the store and provide product information to them. * Receive payments from the customers and issue receipts plus change due to them. * Process merchandise returns and exchanges as per company policies or procedures. * Maintain clean and orderly check out areas ensuring correct balances at the cash drawer. * Tally cash sales with the daily sales report. | | | | |
| **PROVEN JOB ROLE** |  | |  | |
| **TEAM LEADER** – Galler Chocolates & Restaurant (Al Tayer Group)   * Interfacing with the customer walking-in to the showroom and promoting the products. * Working on sales efforts including store marketing activities and other special promotions or activities to assist in lead generation and new sales. * Informing the customers regarding the products and answering questions on availability & pricing. Providing expert explanations on ingredients of each item and encouraging customers to taste items. * Advising the customers on proper selection of merchandise based upon their requirement. * Ensuring proper display and compliance to hygiene standards. * Checking stocks and recommending orders to the Store Supervisor to replenish and maintain optimum stock level. Adopting FIFO system to rotate stocks effectively. | | | | |
| **Cashier (Training Supervisor)** – Jawad Business Group   * Carried out front office and back service support activities in the organization. * As deputed in front of the house, performing duties such as greeting guests, processing their transactions, managing cash drawer, informing guest of items sold in the house with main accountability of ensuring outstanding guest experience and maintaining hygiene standards. * Coordinated kitchen activities, checked inventory and monitored health & safety standards. * Checked the quality of the food prior to serving to guest. * Assigned duties and scheduled breaks for the kitchen staff. | | | | |
| **ASSISTANT STORE MANAGER**  **ALSHAYA BODY SHOP BAHRAIN**   * Performing all sales related functions in support of the basic marketing plan.   Prepares monthly report, action plan, staff weekly schedule and conducts daily briefing with the store staff  Managing monthly stock inventory and weekly orders and audit   * Ensures accuracy and timely reconciliation of tills, floats and petty cash * Learning and carrying out the provisions of the Sales Department Policy and Procedures Manual. * Train staff on the Product to use on the customer skin. * Ensures goods received and dispatched from stores are checked and discrepancies   are resolve. | | | | |
| **ZAHRA BEAUTY & COSMETICS–** NAIROBI KENYA   * Accountable for supervising operations on daily basis and ensuring its smooth work functioning. * Handling recruitment, training and monitoring staff, giving orders and directions and assisted staff in carrying out up-selling work to improve departments’ profitability. * Facilitated achievement of job assignments considering quality and quantity requirements. * Generated reports of daily transactions including staff performance. * Monitored availability of inventory | | | | |
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| **EDUCATION** | |  |  | |
| **Business Administration**  Nairobi University, Nairobi, Kenya | | | | **2001** |
| **TRAINING COURSES** | |  |  | |
| * Completed training course in Food and Hygiene in November 2009. * Attended training on Consumer Rights and Retailer in February 2010. * Undergone training on Chocolate Expert & Customer Care Service by Al Tayer in December 2009. | | | | |
| **PERSONAL DETAILS** | |  |  | |
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| Nationality | : Kenyan | | | |
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| Marital Status | : Single | | | |
| Visa Status | : Employment Visa | | | |
| Languages | : English & Swahili | | | |