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**COVERING LETTER**

**DATE:**

**Dear Mr./Ms.**   
**I firmly believe that I am perfectly suited to the role of a Store Manager as I have the relevant experience, qualifications and future potential that you are looking for in a candidate. I thrive on leading and coaching a retail team, and have knowledge of the latest retail technology, stock control procedures, and visual merchandising methodologies. I have a long track record of running my own store, possess a passion for exceptional customer service and have the ability to listen to customers and understand their needs.**   
 **With my present employer, Life Health Care Group, I am responsible for all the day to day site operations, ensuring health and safety compliance, attending to a diverse range of customer queries and measuring commercial performance against set targets.**

**Possessing an unwavering commitment to the motivation, training and personal development of my staff, I am able to motivate any team by developing their talents and opening the door to new opportunities for them. I make everyone work together because to me everyone counts. I combine my commercial skills with a passion for customer service and driving sales, whilst all the time aiming to make my department the most appealing it can be. In short I make the most out of every opportunity and challenge**.

**You will find me to be well-spoken, energetic, confident, and personable, the type of person on whom your customers will rely.**

**I also have a wide breadth of experience of the type that gives you the versatility to place me in a number of contexts with confidence that the level of excellence you expect will be met.**

**Please find my attached resume for additional information on my experience.**

**I am currently looking for a unique position with a successful and growing company like yours where I will have a high degree of freedom to manage the operations.**   
   
**I hope that you'll find my experience and interests intriguing enough to warrant a face-to-face meeting, as I am confident that I could provide value to you and your customers as a member of your team.**

**I can be reached anytime via my cell phone, 00971 567768789. Thank you for your time and consideration. I look forward to speaking with you about this employment opportunity.**

**Resume**

## Company Profile

**Company Profile**

**Achievements as a role: Retail Store Manager**

## LIFE started as a retail pharmacy group in 1996 and the strong impulse to perform has nurtured its growth over the last seventeen years. At present the organization stands tall in the industry with over 100 retail outlets consisting of Pharmacies, Healthcare Hypermarkets, Health and Wellness stores catering to an average annual customer base of more than five million walk-ins.

**SUMMARY OF QUALIFICATIONS**  
**• Over six years’ experience working in retail environment.  
• Highly skilled in overseeing store operations and achieving set goals.  
• Proficient in understanding marketplace needs and strategies needed to drive sales.  
• Hands on experience in ensuring proper merchandise presentation.  
• In depth knowledge of controlling store expenses to maximize profitability.  
• Effective skills in payroll planning and scheduling.**

**LEADERSHIP SKILLS  
• Demonstrated ability to motivate and lead employees.  
• Proven ability to hire, select and train the right candidates.  
• Able to meet retail sales goals.  
• Excellent communication skills.  
• Results driven approach.  
• Good organizational skills and the ability to multitask.**

**ACCOMPLISHMENTS  
• Created a set of strategies that helped minimize store costs by 12% thereby increasing profits.  
• Hired and trained a group of ten people in the sales team.**

**STORE OPERATIONS CORE COMPETENCIES**

**Sales and Marketing Business Development Customer Relationship Management**

**Team Management Revenue Generation**

**IT SKILLS**

**Operating System: windows (XP, 2000.NT). Microsoft Office**

**MAY 2013 LIFE HEALTH CARE GROUP RETAIL STORE MANAGER ( PRESENTLY)**

**Job Objective:**

* **Actively involved in managing store operations by ensuring exceptional performance and excellent customer services.**
* **Assist customers in all aspects of store services including handling complaints and inquiries.**
* **Train and supervise employees.**
* **Ensure banking is managed efficiently and cash and receipts are reconciled.**
* **Manage weekly inventories.**
* **Coordinate sales promotions and provide sales targets.**
* **Supervising the recruitment, training, conduct and work of staff.**
* **Ensuring staffs are taught correct sales procedures and have a good knowledge of the products they sell.**
* **Maintaining a high level of customer service and make sure that complaints from customers about products or staff are quickly resolved.**
* **Guiding staff about new lines of stock and any changes to the prices of stock.**
* **Drawing up staff rosters.**
* **Determining the layout of fittings and merchandise so that stock is presented as attractively as possible.**
* **Monitoring stock levels and place orders with the head office, the company warehouse or suppliers when stocks begin to run low.**
* **Coordinating and conducting stock takes, checking and listing merchandise and asset items such as cash registers, office computers and furniture.**
* **Documenting and analyzing records of sales figures and financial transactions, including cash, cheque and credit card transactions.**
* **Implementing and overseeing security procedures for stock and cash in the store or department.**
* **Determining the price of stock, including old stock, this has been reduced to clear.**
* **Direct responsibility for the profitability of the store by making sure that the outlet achieves its sales targets and that wage costs are kept within budget.**

**Highlights**

* **Handling the responsibilities of the Area Manager as and when instructed by the management.**
* **Instrumental in running the 9 band ‘A ‘stores profitably.**
* **The ability to correspond with third parties on a day to day basis.**
* **Calm disposition especially under pressure.**

**SEP 2010- APRIL 2013 Hutchinson Whampoa Ltd UK. ("3"- three.co.uk as Store Manager)**

**Responsibilities**

* **Understanding, supporting, running shop floor and store operations.**
* **Delivering training assistance to new and to Lead Customer Service Representatives.**
* **Concluding shift sales analysis based on hourly figures and daily banking at the end of the shift.**
* **Helping the Area Manager with shift coverage during absence of staff.**
* **Conducting performance and disciplinary discussions during the Area Manager’s absence.**
* **Taking up Area Manager’s responsibilities when needed and carrying out other duties assigned by him.**
* **Completing and ensuring acceptable employment applications, there by approving applicant’s interviews.**
* **The ability to create and maintain strong working relationships.**
* **Demonstrate high standard of personal integrity.**

**Highlights**

* **Responsible for the delivery of prompt and courteous & world class customer services.**
* **Received 100% appreciation for:**
* **World Class Customer Service and for providing resolution on calls.**
* **Quality and Attendance.**
* **Retaining Customers.**
* **Maintaining High standards of shop floor management.**
* **Supervised and assisted staff of 18 members on the shop floor.**

**Hutchinson 3 Global Services Pvt. Ltd. (Pune, India as Customer Service Representative**

**JUNE 2008 – OCT’2009**

**Responsibilities**

* **Managed and handled the team in the absence of the team leader, processed their knowledge on products and procedures while attending the customers.**
* **Handled the team growth, organized escalations and provided recommendations to reduce booms.**
* **Achieved operations requirements within the team in terms of efficiency and assumed the responsibility for their regularity.**
* **Took care of service levels, handling time and manpower planning for effective utilization of resources.**

**Highlights**

* **Shouldered the responsibility in improving the results of customer satisfaction via conducting surveys and individually as a team.**
* **Resolved customer complaints and delivered services adhering to the company policies.**
* **Supervised and assisted staff of 10 members on calls.**

**Nov 2005 – Mar’2008 Ace Communications. Pune, India as Senior Sales Assistant**

**Responsibilities**

* **Maintained the store standards and encouraged the team to achieve monthly targets.**
* **Executed different techniques in order to increase sales and ensured customer satisfaction.**
* **Enlightened the team with different up-selling techniques, (the customers are induced to purchase more expensive items in an attempt to make a profitable sale).**

**Highlights**

* **Received Appreciation for excellent abilities at coordinating and scheduling staff meetings and Presentations.**
* **Top Sales Performer in the area for the second quarter in December 2006.**
* **Received Appreciation from the client for introducing different up selling techniques during operations in retaining customers.**

**Trainings Completed**

* **Attended retail marketing training for business development in 2011** (**Hutchison Whampoa Ltd.)**

**Attended strategic and shop floor management training for analyzing fraud and retentions in 2012 (Hutchison Whampoa Ltd.)**

**EDUCATIONAL QUALIFICATIONS**

* **2012 MBA – Marketing University of Wales Trinity Saint David, United Kingdom 74% Merit**
* **2008 B.Com. Vidya Bhavan, College, Pune (India), Pune University 78% Merit**
* **2005 12th Poona College, Pune (India) 60%**
* **2003 10th Good Samaritan High School, Hyderabad (India), ICSE 74%Merit.**

**EXTRAMURAL ENGAGEMENTS**

* **Received appreciation and cash award for helping a blind student in writing his examination.**

**PERSONAL DETAILS**

* **Date of Birth: 19th May, 1988.**
* **Nationality: Indian.**
* **Languages Known: English, Hindi, Telugu, Punjabi, Malayalam, Marathi and Tamil.**
* **Marital Status: Single.**
* **Employment Contract End date: 30th April 2015.**