

Mr. Shahan Shafa

Store Manager
(Retail Operations)



Contact

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Professional

- *Never sitting back and thinking 'job done'.*
- *Committed to bringing innovation and the latest ideas for concept on fashion street trends.*
- *Delivering exceptional customer service.*
- *Sales and target driven.*
- *Solid area management experience.*
- *Understanding of contract management and key performance indicators.*
- *Have direct experience of dealing with sta managementt issues.*
- *Willing to be responsible for delivering business P&L nancial targets.*
- *E ective communicator and listener.*
- *Have the ability to analyze customer trends and act on insight.*
- *Motivated to constantly perform at the highest level possible.*
- *Good multitasking skills.*

SUMMARY

An ambitious and self-motivated individual who has the necessary skills and personal attributes required for a successful area manager. Boasting an established ability to deliver growth, maximize sales and achieve set KPI targets. Having a background in multi-site retail management and a knack for bringing out the best in others. Prepared and available to take on a challenging role in any fast-paced highly competitive marketplace.

CAREER HISTORY WITH PAST ORGANISATIONS

- **Store Manager**
Fashion Retail Operations
Eligens- UAE
2021- June 2023
- **Store Manager**
Aditya Birla Fashion & Retail - **U.A.E**
Brands(Allen Solly , Peter England, Louis Philips)2018 –2020
- **Store Manager**
Gulf Marketing Group(San & Sand (Addis's, puma , Nike, Van)- K.S.A. 2017 – 2018
- **Assist Store Manager**
Landmark Group –(Iconic, Splash) K.S.A.
2012-2016

Education:

Associate Degree In Electronics Eng. (P.B.T.E. Lahore, 2009
Graduation: university of the Punjab 2011

- **Personal Info:**
- **Age: 32 years old**
- **Marital Status: Married**
- **Nationality: Pakistani**
- **Language Known: English/ /Arabic/Hindi.**
Hobbies: cricket, football, planning innovative strategies Happiness.

Responsibilities:

- Involved in the acquisition of new branches.
- Visiting and developing existing stores.
- Inspiring and motivating staff to increase sales.
- Deciding which staff members will be promoted.
- Taking action to address underperforming stores.
- Coaching, challenging and supporting employees.
- Involved in the setting of sales and financial targets.
- Oversee each store location and monitor and report on performance.
- Identifying and delivering all relevant / appropriate opportunities.
- Comprehending, interpreting and analyzing sales figures.
- Ensuring presentation and compliance in stores are up to company & Brand standards.
- Arranging and chairing team meetings to discuss strategy.
- Implement a retail plan for my area in line with company strategy.
- Having overall responsibility for marketing, media exposure and press releases in my designated area.
- Mediating and resolving disputes between customers or suppliers and the company.
- Drive sustainable revenues and create a customer base strategy at store level & Fast and friendly customer service culture offering world class standards to the customers.
- Create and implement best practices to ensure improvements in Efficiency, Productivity and Profit.
- Drive behavioral changes at all levels towards basic retail principles across the store
- Set up and monitor performance dashboards for operational efficiency
- Regularly audits own store administration and resolve any issues
- Design and implement recognition and feedback mechanisms
- Develop and manage a comprehensive strategic business plan
- Monitor external trends and market developments to maintain competitive edge
- Ensure to minimize bottom line and maximize top line for the store
- Responsible for the growth of ATV & UPT for the store
- Responsible for Retail Audit, Sale Audit, Cash Audit, BOE Audit in the store
- To Ensure Low attrition rate of Retail personnel in store
- Responsible for all kind of training to staff as customer service, Safety , product knowledge, New Process, ORPSO, ORACLE, TAMS etc
- Responsible for performance management of subordinates , Individual performance ,360 degree Appraisal
- Providing SWOT analysis on weekly & Monthly basis to Area Manager
- Proactively working towards SMEP and to adhere all KPI to achieve
- Liaison with COC and other government authorities for smooth operation of store
- Actively working on space management and maximizing the sales returns per square feet
- Working on department and category contribution report and making appropriate decisions for nonmoving category
- Implanting high standards all times and merchandising display according to VM docket and Dubai guidelines
- Responsible for Loss Prevention & Shrinkage control
- Actively participating in new store opening and preopening process
- Suggests proactive measures to the Area Manager to counter competition threats
- Liaises with Retail and Concept Manager to ensure store has the correct stock package and required stock levels to maximize sales potential
- Ensures store portrays the company image in all aspects of personal presentation and adheres to the company dress code as laid out by the Company
- Overseeing the Receiving Department activities comprising receiving of entire stocks that comes through the Dc & Dsd.
- Resolving customer's queries; supervising back office operations on daily basis thus adhering the processes.
- Maintain work on all the concerned Wal Mart Reports.
- Putting and monitoring international standard techniques in sales and marketing through effective customer interface, accurate gauging of customer requirements and demand trends and high impact salesmanship and marketing strategies.
- Carrying responsibility of target achievement by driving revenue growth as well as sales volume.
- Maintaining P&L for the store and minimizing the bottom line expenses and maximizing top line.
- Planning of the merchandise for the store keeping in mind the Gross Margins and latest trends.
- Ensuring the proper delivery of the selected during purchasing by the category for the seasons.

