

**Name : Wael Mohamed Farag**

**Date of Birth: – 24/12/1983**

**Email: w.mo.frag@gmail.com**

**Tel: – 01126466255**

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| ***CAREER OBJECTIVE*** |
| My top three objectives as a Retail Store Manager are 1) maximize the Brand profits; 2) increase team retention and reduce employee turnover; and 3) maintain great customer service. To realize these, I will conduct an analysis of the competitor’s activity and pricing and align the company’s own in terms that are reasonable and acceptable; I will establish a positive and empowering environment where the team can work harmoniously with one another. Lastly, I will ensure that customers are promptly and courteously attended to at all times.

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| ***SKILLS PROFILE*** |
| * Highly experienced in managing retail stores & sales analyze
* Deep knowledge of people management techniques
* Exceptional knowledge of store standards
* Skilled in conducting training of staff
* Ability to supervise employees on daily basis to achieve sales target

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| ***EMPLOYMENT AND EXPERIENCE*** |
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|  1-erea manager  |  Retail group Egypt  | January 2021 – Current |
| 2- Store Manager  3- Store Manager 4- Store Manager   |   MONSOON & Accessorize Mall off Arabia  MONSOON & Accessorize City Stars   MONSOON & Accessorize City Center maadi  | July 2020 – January 2021Septmber 2017 – July 2020 Jan 2016 –Sep 2017 |
| * Implemented retail standards for the store.
* Participated in store promotional activities to increase sales.
* Prepared sales strategies based on market trends and competitors.
* Conducted employee performance evaluations and provided appropriate feedbacks.
* Maintained the store clean, organized and safe for customers.
* Addressed customer queries and ensured customer satisfaction
* Looked for commercial display and customer profile to encourage our sales
* Ability to analyze sales and increase it by K.P.I's
* Ability to make a strong team that can achieve the goals of the organization

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| Assistant store manager | MONSOON & Accessorize City Center maadi  | July 2014 – January 20216 |

* Worked with management to develop business plan and in-store promotions.
* Ensured store administration operations are in accordance with due diligence guidelines.
* Managed all store operations within assigned budget.
* Conducted orientations and training sessions for store staffs.
* Managed stock management, replenishment and rotation activities

 Sales manager Hanz company forelevators. October 2011– July 2014Sales manager EGTC GROUP Company JULY 2010 – September2011Sales advicer Cairo international conference center May 2007 – February 2010

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| ***EDUCATIONAL BACKGROUND*****Fucalty of low- Cairo University****Grade Good****Language:****ENGLISH acceptable** **Others skills:****Microsoft** **Excel , word, power point**  |
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