



ABDUL RAUF

CONTACT

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PERSONEL INFO

DATE OF BIRTH:
26 January 1995

NATIONALITY:
Pakistani

LANGUAGES:
English, Urdu, Arabic, Balochi

EDUCATION

SSC (Matriculation) – 2012 - Board of Matriculation Education Karachi.

HSSC (Inter) – 2014 – Board of Intermediate Education Karachi.

LICENSE

UAE Driving License

Issue date 26/07/2023

Expiry date 26/07/2025

KEY SKILLS AND CHARACTERISTICS

- Training and Development
- Stock Management
- Customer Service
- Stock Loss Prevention Technique
- Visual Merchandising Technique
- Shop Floor Management
- Employee Incentive Program
- Customer Assistance
- Just In Time Stock Control
- Staff Supervision
- Sales Display
- Merchandising
- Merchandising Operation
- Strategic Selling
- Distribution Centre Management
- Process and Procedure Development

PROFILE

Seasoned, results-producing professional with extensive experience in merchandising, pricing and discounting, and focus on continuous product turnover. Effective leader skilled in developing highly productive, sales-driven teams by implementing customer-focused training and sales programs. Exceptional ability to establish rapport with customers, gain trust, and build strong repeat and referral business. Proven record of effective short- and long-range tactical planning and improving operational processes to reduce shrink and achieve optimal profitability.

WORK EXPERIENCE

STORE MANAGER

F Mart -Supermarket, Dubai, UAE

2021– Present

- Complete store operational requirements by scheduling and assigning employees; following up on work results
- Maintain store staff job results by coaching, counseling and disciplining employees; planning, monitoring and appraising job results.
- Ensure availability of merchandise and services by approving contracts, maintaining inventories.
- Maintain the stability and reputation of the store by complying with legal requirements.
- Contribute to team effort by accomplishing related results as needed.
- Maintain inventory by implementing purchasing plans and staying in contact with suppliers.
- Provide training to improve the knowledge base of the staff and utilize cross-training methods to maintain productivity when employees are absent.
- Manage all controllable costs to keep operations profitable by checking Dashboard.
- Ensure standards for quality, customer service and health and safety are met.
- Answer questions for customers, track deliveries, and address customer complaints.
- Prepare comments reports received from Instashop with corrective action and send to HO.
- Initiate changes to improve the business, e.g. revising opening-closing hours to ensure the store can compete effectively in the local market.
- Create LPO and share to Purchase manager to approve, send it to supplier and follow up to get stock.
- Check sale report category wise in system, analyze which category is effecting & take corrective action.
- Achieved Highest Sale in a day of 45000 AED, rewarded with incentive.
- Controlled Shrinkage of Tobacco, Fruits & Veg & Butchery.

CASHIER

**F mart - supermarket
2016-2019**

- Manage transactions with customers using cash registers
- Scan goods and ensure pricing is accurate
- Collect payments whether in cash or credit
- Issue receipts, refunds, change or tickets
- Redeem stamps and coupons
- Cross-sell products and introduce new ones
- Resolve customer complaints, guide them and provide relevant information
- Greet customers when entering or leaving the store
- Maintain clean and tidy checkout areas
- Track transactions on balance sheets and report any discrepancies
- Bag, box or gift-wrap packages
- Handle merchandise returns and exchanges

STORE SUPERVISOR

**F mart - Supermarket, Dubai, UAE
2019 - 2021**

Responsible for the overall direction, coordination, and evaluation of several departments as well as overall store sales success.

- Trained associates on "aggressive hospitality" and "suggestive selling techniques".
- Reviewed operational reports to project and maximize store profitability.
- Implemented merchandising and promotional plans.
- Planned, assigned and directed work
- Manage Customer orders via, **Instashop, Talabat, NowNow, EI - Grocer** and **Fmart** Application for delivery to Customers
- Stocked shelves, racks, cases and bins with new merchandise; prepared food displays
- Determined if inventory was sufficient for needs; ordered merchandise when necessary
- Interacted with vendors; prepared purchase orders; tracked status of requisitions and orders
- Answered customers' questions about merchandise and advised customers on merchandise selection
- Provided excellent customer service
- Embedded product range knowledge across team to drive sales.
- Trained team to upsell products and navigate POS systems.
- Facilitated smooth store operations, performing daily opening and closing functions, including stock counting, cleaning and cashing up
- Adapted product range and merchandising based on market trends.
- Handled staff payroll and holiday requests to support stable store coverage
- Managed stock levels to maximize sales opportunity.
- Updated pricing and promotions to fulfil store goals.
- Engaged with suppliers to facilitate smooth delivery schedules.
- Handled escalated customer concerns to build retention
- Delivering superior Customer service & adherence to process management.
- Proper follow up with suppliers for products availability on floor.
- Managing team and ensuring the achievement of target by delegating & motivating staffs.
- Holds credential in handling & maintaining day to day Sales report, Stock report and Manpower roster.
- Involved in stock control & management.
- Gathering customer feedbacks to improve customer service and satisfaction.
- Manage proper products display on floor and promotional communication via pops etc.
- Attending to discrepancies, refunds & problems efficiently.
- Working within established guidelines & roster basis.
- Demonstrating good product knowledge to customers on key promotions and offers.
- Supporting the store team and manager to increase revenue streams and profit targets.
- Ensuring the store and store vicinity is neat and clean all the time reflecting/reinforcing brand image.