

RASHIQ C P

RETAIL OPERATIONS & BUSINESS MANAGEMENT EXPERT

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Location: United Arab Emirates, Dubai

PROFILE SUMMARY

- Experienced retail business owner with four years in managing a successful dates, nuts, and chocolates store with consistent customer engagement.
- Skilled in inventory management, vendor negotiation, customer service, and financial reporting using QuickBooks and MS Office tools.
- Developed and executed seasonal gift hamper projects, increasing festival sales and enhancing the shop's local reputation for premium products.
- Strong communication, multitasking, and problem-solving abilities, with hands-on experience in operations, branding, and team training.
- Seeking to leverage entrepreneurial retail background in a structured business role with growth, challenges, and long-term contribution.

KEY SKILLS

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|------------------------------------|---------------------------------------|------------------------------------|--------------------------------|
| • Inventory control systems | • Financial documentation preparation | • Market trend analysis | • Team leadership quality |
| • Point-of-sale operations | • Vendor negotiation tactics | • Business operations planning | • Customer service focus |
| • Customer relationship management | • Retail shelf management | • Packaging and display aesthetics | • Attention to detail |
| • Supply chain logistics | • Product stock handling | • Retail billing procedures | • Time management skills |
| • Sales reporting software | • Cash flow monitoring | • Purchase order coordination | • Problem-solving mindset |
| • Business performance analysis | • Order processing software | • Data entry management | • Verbal communication clarity |

WORK EXPERIENCE

Le Arabia – Dates & Nuts Store, Cherpulassery, (2021 – 2025)

ADMIN & OPERATOR

- Successfully launched and expanded a premium food store specializing in dates, nuts, chocolates, and festive gift hampers.
- Managed procurement, pricing, and vendor negotiations to maintain high-quality stock and competitive product pricing throughout seasonal demand cycles.
- Oversaw daily business operations including billing, staff supervision, inventory control, and hygiene maintenance for enhanced customer satisfaction.
- Designed customized packaging solutions that increased product value, especially during festivals, weddings, and corporate gifting events.
- Introduced customer loyalty programs and bulk discount campaigns to build retention and attract repeat walk-in customers consistently.
- Utilized QuickBooks and MS Excel for managing sales records, expense tracking, inventory audits, and generating financial reports monthly.
- Led marketing efforts through WhatsApp promotions, printed flyers, and local network collaboration to increase brand awareness.
- Trained part-time and seasonal staff on point-of-sale systems, product knowledge, and customer interaction best practices.
- Handled customer complaints, special order requests, and product returns with professionalism to build trust and service reliability.
- Conducted regular market research to stay ahead of competitor trends and innovate product offerings and display strategies effectively.

ACADEMIC QUALIFICATION

Calicut University (2018–2021)

BACHELOR OF ARTS IN SOCIOLOGY

National Institute of Open Schooling (2016–2018)

HIGHER SECONDARY EDUCATION

ACHIEVEMENTS

- Received customer appreciation for maintaining premium quality and personalized service in festive gift hamper orders every season.
- Achieved high customer satisfaction by addressing complaints swiftly and offering customized solutions that encouraged repeat visits and referrals.
- Surpassed monthly sales targets during festive periods through effective promotions, product bundling, and loyalty reward programs.
- Earned recognition from local community groups for consistent service, hygienic practices, and reliable supply of seasonal and daily essentials.

ADDITIONAL INFORMATION

- Languages:** English, Malayalam
- Digital Skills:** Microsoft Office Suite (Excel, Word, PowerPoint), QuickBooks
- Passport Details:** Passport Number: T8893464, Place of Issue: Cochin, Date of Issue: 23-09-2019, Date of Expiry: 22-09-2029
- Availability:** Available to join immediately.