



HAZEM REDA HASSAN EL AYAT

Retail Branch Manager

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Dubai, United Arab Emirates

PERSONAL INFORMATION

Nationality: Egyptian

Marital Status: Single

Visa Status: Employment Visa

DOB: December 1995

Driver License: Available

EDUCATION

Bachelor of Sports Management

Mansoura University, Egypt

EXPERTISE

Strategic Planning

Purchasing & Forecasting

Customer Relationship Management

Operations Management

Staff Training & Development

Market Penetration

ABOUT ME

I am an Egyptian professional that brings a unique blend of skills and expertise in areas such as strategic planning and market penetration. With a strong background in the retail field, I have honed my abilities to thrive in dynamic and challenging work environments. I am committed to leveraging my knowledge and experience to drive success and innovation in the retail industry.

WORK EXPERIENCE

Grandiose Supermarket, Dubai

Branch Manager

February 2023 – Present

- Supervise and motivate store staff and give them monthly training to ensure their success.
- Maintain and oversee store finances such as expenses, profits, and waste reports.
- Have enough knowledge and confidence to fill out all roles in the store such as cashiering and even receiving.
- Supervise and maintain all records that happen in the store via detailed weekly reports.
- Resolve all and any customer complaints and implement any customer suggestion that is received.

FMCG Department Manager

August 2022 – February 2023

FMCG Supervisor

February 2022 – August 2022

Sales Associate

January 2021 – February 2022

LANGUAGE

English

Arabic

REFERENCES

Available upon request

- **Zahran Company, Egypt**
Store Manager Assistant
November 2017 – August 2020

- Take guidance from Store Managers and work as per the instruction given by them
- Responsible to oversee the operations of the store and reports to the managers the unbeneficial things for necessary plan and action
- Suggest methods to improve performance and thereby raise sales to the outlet
- Involved in customer interaction and answer customer queries regarding product information Assist the Store Manager in achieving a high standard customer service that ensures repeat and referral business
- Recognizes performance issues and communicates detail to store manager and participate resolving in timely fashion
- Maintain neat, clean and organized store environment

- **Wekallet Supermarket, Egypt**
Supervisor
September 2015 – October 2017

- Ensure the Quality of product presentation and application of product assortment defined in the section
- Manage proper stock management (stock value, control out of stock, orders, near expired and merchandise deliveries) in coordination with the section supervisor
- Establish attractive display and ensure customer service is delivered at all times in the section. Motivate the team to meet sales target and profit margin
- Manage and ensure correct product pricing are implemented inside the section
- Negotiate internal promotions with the supplier to enforce the image of discount in the section Support and motivate the team for proper training in order to improve their skills
- Optimize the shrinkage and waste control procedures
- Identify employees with high potential and growth
- in the section and propose for their evaluation

- **Wekallet Supermarket, Egypt**
Salesman
June 2014 – August 2015