

Kushal Rai

Store Manager

+910568317415 @ raikushal392@gmail.com
linkedin.com/in/kushal-rai-51743a258 Nationality: Indian
West Bengal- Darjeeling ☆ Visa Status: Employment



SUMMARY

Dynamic and results-oriented Store Manager with a proven track record of driving revenue growth, maximizing profitability, and effectively managing loss prevention and shrinkage. Expertise in inventory control, purchasing, and merchandising for both perishable and non-perishable goods. Adept at overseeing day-to-day store operations, optimizing product displays, and implementing sales strategies that enhance customer satisfaction and drive sales. Energetic and highly productive, with a strong ability to thrive in fast-paced, customer-focused environments. Skilled in leading teams, developing staff, and fostering a positive, high-performance store culture.

EXPERIENCE

Assistant Store Manager 11/2023 - 11/2024

Bath & Body Works– Alshaya Group Dubai

- Customer Service:** Ensure exceptional customer experiences and resolve inquiries or complaints.
- Sales Performance:** Assist in achieving sales targets and motivate the team to meet goals.
- Team Leadership:** Support staff training, development, and performance management.
- Inventory Management:** Monitor stock levels and ensure timely replenishment.
- Visual Merchandising:** Help implement brand standards for store displays and promotions.
- Store Operations:** Oversee daily operations, including opening/closing, cash handling, and cleanliness.
- Staff Scheduling:** Manage employee schedules and ensure proper store coverage.
- Training & Development:** Provide ongoing training on products, sales, and customer service.
- Performance Reporting:** Track sales and customer feedback, sharing insights with the Store Manager.
- Promotions & Events:** Assist in executing in-store promotions and special events.

Store Manager 2015 - 2023

Mother Care – Alshaya Group Oman

- Oversee store operations** by scheduling and assigning tasks to employees, ensuring follow-up on work results.
- Manage store staff** by recruiting, selecting, onboarding, and training new hires.
- Support employee performance** through coaching, counseling, and disciplinary actions; conduct performance appraisals and monitor job results.
- Achieve financial targets** by preparing annual budgets, managing expenditures, analyzing variances, and implementing corrective actions.
- Identify customer needs** by building relationships with existing and potential customers, and gathering insights to anticipate service requirements.
- Ensure product availability** by approving vendor contracts and maintaining optimal inventory levels.
- Set pricing strategies** by analyzing merchandising activities, identifying sales promotion opportunities, and reviewing market trends.
- Drive store profitability** by achieving budgeted turnover across exclusive, outright, SOR, and concessionaire brands.
- Ensure efficient store operations** by maintaining high standards of customer service and implementing loss prevention systems to minimize pilferage/shoplifting.
- Prepare and maintain performance reports** including MIS and monthly updates, providing top management with insights on store progress.

KEY ACHIEVEMENTS

Increased Sales & Revenue

Drove significant **sales growth** by introducing personalized customer engagement strategies and upselling techniques that aligned with customer needs and preferences.

Improved Operational Efficiency

Reduced inventory discrepancies and **improved stock control** by implementing regular audits and more stringent inventory management procedures.

Awarded for Green Audit Excellence

Recognized for achieving a **91% score in the Green Audit** in Dubai, demonstrating a commitment to sustainability and eco-friendly practices in store operations.

Promoted to Visual Merchandiser

Successfully trained and mentored local staff, leading to a promotion as a **Store-Based Visual Merchandiser**, where I took on the responsibility of enhancing store displays and driving visual merchandising strategies.

TRAINING / COURSES

2yrs Diploma Craft Course in Hotel Management from Darjeeling affiliation of Pusa University Delhi.

LANGUAGES

Hindi Proficient

English Proficient

Nepali Proficient

EXPERIENCE

Assistant Store Manager

10/2013 - 11/2015

Mother Care - Alshaya Group

Dubai

- **Ensure compliance with store policies** by executing procedures in an ethical manner, maintaining high standards of integrity.
- **Maintain international product display standards** to ensure merchandise is presented in line with company guidelines.
- **Understand the commercial aspects of the business**, contributing to cost reduction initiatives and driving profitability through proactive measures.
- **Manage sales and promotional campaigns** by executing and monitoring in-store and external initiatives to boost visibility and customer engagement.
- **Achieve sales targets** while ensuring exceptional service quality and customer satisfaction.
- **Lead a team of 6 employees**, overseeing training, development, and grooming to ensure high performance in a 3,455 sq. ft. store.
- **Oversee all administrative, personnel, inventory, and logistics functions** to ensure smooth store operations.
- **Handle all financial transactions**, including sales, cash, and credit, ensuring accuracy and efficiency in stock management and customer service.
- **Provide exceptional customer service** by addressing and resolving customer complaints promptly and professionally.
- **Monitor and analyze monthly sales reports** to assess customer buying behavior, adjusting strategies to meet annual sales targets.
- **Manage inventory** by identifying non-moving stock and adjusting offerings to align with changing customer purchasing trends.

Hotel Management

12/2004 - 08/2008

Hotel Royal Plaza Sikkim

India

- **Apply food safety procedures** in daily operations to ensure compliance with health and safety standards.
- **Demonstrate strong teamwork and communication skills**, collaborating effectively with colleagues to maintain a productive work environment.
- **Assist with receiving deliveries** and ensure proper storage of goods according to food safety regulations.
- **Clean and sanitize food preparation stations** to maintain a safe and hygienic work environment.
- **Clean and sanitize kitchen equipment**, including dishes, cookware, and utensils, in accordance with safety standards.
- **Adhere to all food health and safety requirements** to ensure the quality and safety of food handling.
- **Implement FIFO (First In, First Out) inventory method** to ensure freshness and reduce waste.
- **Conduct daily checks** on product expiry dates to maintain inventory quality and prevent spoilage.
- **Assist with inventory management and administrative tasks**, supporting efficient stock control and record-keeping.

DECLARATION

I hereby declare that the information provided in this document is true and accurate to the best of my knowledge and belief. I understand that any false information may lead to disqualification or termination of employment.

Kushal Rai

SKILLS

Store Operations Management ·
Employee Scheduling & Task Assignment ·
Staff Recruitment & Training ·
Performance Management & Coaching ·
Budget Preparation & Financial Analysis ·
Sales Target Achievement ·
Inventory Management & Stock Control ·
Vendor Contract Negotiation ·
Merchandise Display & Visual Merchandising ·
Pricing Strategy Formulation ·
Sales and Promotional Campaign Execution ·
Loss Prevention & Theft Control ·
MIS Reporting & Data Analysis ·
Customer Relationship Management ·
Sales · Cash ·
and Credit Transactions Handling ·
Food Safety Standards Compliance ·
Product Expiry Monitoring ·
FIFO (First In ·
First Out) Inventory Management ·
Kitchen Sanitation & Hygiene ·
Food Preparation & Handling ·
Administrative & Clerical Tasks ·
Logistics Coordination ·
First Aid & Emergency Procedures Knowledge ·
Cash Handling & Reconciliation ·
Accounting & Financial Management ·
Accounts Receivable Management ·
Business Operations Management ·
Multi-tasking & Time Management ·
Training & Onboarding ·
Policy Adherence (Company Policies) ·
Problem-Solving & Analytical Skills ·
Financial Record Keeping ·
Cash Transaction Management ·
Team Building & Leadership ·
Customer Service Excellence ·
Organizational Skills ·
Communication Skills