

Kushal Rai

Store Manager

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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
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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