

## **RAFAT ALNAJAR**

Dubai, UAE

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### **OBJECTIVE:**

To secure a challenging position in an esteemed organization which will provide me a platform to apply and hone my knowledge and skills, and offers professional growth and satisfaction while being creative, innovative, and adaptive. I would like to gain new skills while utilizing my current area of expertise within a positive team environment.

### **QUALIFICATIONS:**

- Provide positive, individualized customer care.
- Substantial experience and outstanding skills in team management.
- With 15 years background in retail management.
- Provides functional leadership.
- Microsoft proficient (Word, Excel)
- Ability to self-manage and self-motivate.

### **PROFESSIONAL EXPERIENCE:**

#### **TVG Global Event – EXPO 2020 Dubai**

**Dubai, United Arab Emirates – September 2021 till present**

#### **Retail Manager**

- Opened the Expo 2020 official retail stores at Expo 2020 Dubai.
- Managing the team ensuring to achieve the sales target.
- Ensure implementation the company commercial policies and procedures.
- Analyses and develops the quality of services, ensure consistency in customer service to create a customer centric.
- Process sales analysis and deliver sales reports.
- Propose ways to improve the sales, store merchandising, products movement.
- Train and motivates the team of sales executives and supervisor and manage by example.
- Evaluate individual performances, plan and prepare the team evaluation.
- Prepare proposals and objectives for staff in term of training and product knowledge.

## **V Perfumes**

**Dubai, United Arab Emirates – August 2020 to August 2021**

### **Area Manager**

- Ensure Management and employees full understanding of business needs.
- Formulating fruitful business development strategies to ensure long-term success.
- Setting standards and objectives for different stores and departments.
- Optimizing and overseeing operations to ensure efficiency.
- Lead a team of store managers towards effective collaboration and attainment of goals.
- Undertake sound financial management to ensure stores are profitable and stay within budget.
- Ensure compliance with company's policies and operational guidelines.
- Evaluate performance using key metrics and address issues to improve it.
- Report to senior executives on progress and issues.
- Assist upper management in decisions for expansion or acquisition.

## **Point 2 Point (Fashion Department)**

**Dubai, United Arab Emirates - March 2016 to July 2020**

### **Area Manager**

- Ensure Management and employees full understanding of business needs.
- Accomplishes department objectives by managing staff, planning, and evaluating department activities.
- Choosing all the collections from the suppliers for each Model for everything in the shop all the season.
- Contact with the suppliers in China and Turkey to choose all the items and support shop for everything needing.
- Ensures a safe, secure, and legal work environment.
- Develops personal growth opportunities.
- Direct advertising, marketing, & sales programs, including economies of scale.

## **Arabian Oud Perfumes**

**Al Ain, United Arab Emirates - August 2010 to February 2016**

### **Area Manager**

- Develops sales strategies and setting targets for each shop.
- Monitoring my team's performance and motivating them to reach targets and goals set for my area.
- Establishing, maintaining, and expanding the customer base.
- Analyzing sales figures based on monthly sales target achievement.
- Ensures that the shop as well as the staff customers.
- Delegates tasks to all my subordinate.
- Generates timely product sales reports and action plans.

## **Oxygene Fashion**

**Dubai, United Arab Emirates - March 2006 to July 2010**

### **Shop Manager**

- Trains all staff regarding the new rule in the company.
- Receives customer complaints and presents a positive image of the company.
- Control inventory through point-of-sale inventory management system.
- Maintain harmonious relationship with the staff.
- Creates and maintains visual display in store windows and sales floor that would help stimulate sales activity.

## **Lounix (Rajhi Group)**

**Riyadh, Saudi Arabia - February 2002 to January 2006**

### **Supervisor**

- Handling 4shops for Garments and Perfumes (Riyadh City)
- Follow up with the suppliers regarding scheduled deliveries.
- Monitors the day-to-day operations of the store and making weekly schedule.
- Motivates staff in achieving monthly target and to reach the maximum profitability for the shop.
- Provides report regarding slow- and fast-moving items in the shop as well as assuring that sufficient inventory is available to avoid being "out of stock".

## **EDUCATIONAL ATTAINMENT:**

ALHAKMA SCHOOL

Swida City, Syria Secretarial  
and Trading

## **Personal Information**

Nationality: Syrian

Visa Status: Resident (Own Visa)