



# Said ELRashidy

## CONTACT

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## EDUCATION

- Bachelor of Law : Law, 05/2000
- Faculty Of law - Egypt

## SKILLS

- Strong Communication skills
- Excellent Microsoft office experience.
- Interpersonal skills: team work, team leader
- Project management skills: Organization, planning and effectively implementing projects.
- Problem-solving skills:
- Strong Communication skills, Team work.
- Forecasting.
- People management
- Sales Analysis
- Stock control
- Profit and revenue-generating strategies
- Recruiting And Hiring

## PROFESSIONAL SUMMARY

Objectives Seeking a dynamic position in an engaging environment that enable me to effectively utilize my managerial and people-oriented skills and allow the opportunity for professional growth.

## WORK HISTORY

### Store Manager

01/2019 - 06/2020

**Home Centre, Land Mark Group** - Abu Dhabi, United Arab Emirates

- Daily Operation process.
- Achieving store target.
- Enhance Sales Performance SQF.
- Managing team of 60 employee's responsibilities, achievement's & scheduling.
- Market, competitor's analysis.
- Stock control; & inventory.
- Handling customer complain and ensuring delivering high standards of customer service.
- Training & development.
- Coaching & mentoring.
- Implementing & maintaining guideline & standards.
- Follow up on operation & maintenance needs.

### Deputy Store Manager

10/2016 - 01/2019

**Home Centre** - Dubai, United Arab Emirates

- Responsible for implementation of the Company retail strategy aligned to Customer, Offer and People focus.
- Lead the Store team to achieve maximum profitability and growth in line with the company vision and values by creating an 'outstanding' commercial shopping experience for customers.
- Support the Store Manager in driving store sales through the effective management of the P&L and efficient store operations through visual merchandising, customer service and people management.
- Monitored brand development through implementing the company retail strategy which aligned to Customer, Offer and People focus., implementing necessary processes for continued improvements.
- Evaluated KPI company reports, making effective commercial decisions in stock orders and display packages for maximum profit growth.
- Managed staff schedules and budgets for continued productive and profitable company running.
- Ensured company policies were consistently communicated and adhered to for continued improvement compliance.
- Consistently hit **monthly** targets by providing motivational training, leading by example and incentivizing results.
- Led the store team to deliver consistently excellent sales-floor service, continually meeting customer needs for the best shopping experiences.

**Market Hall Manager**

01/2015 – 01/2016

**IKEA** – Cairo, Egypt

- Market Hall Accountable and responsible to develop sales in efficient and effective way.
- Using all media channels in order to attract more customers.
- I do this by optimizing sales priorities, commercial activities and ensuring right forecasts for our total offer.
- My main responsibilities are developing and executing sales steering, selling the IKEA way, range grouping, pricing, range management and launches.
- This ensures enjoyable, convenient and successful shopping and buying experience, which leads to increased sales and sustained long term profitability Responsible to lead and inspire my team in order to optimize sales and profitability in my store using t knowledge of our range, local market, competition and my customers.
- Ensure enjoyable, convenient, successful shopping and buying experience.
- Lead and manage my sales team to grow our business with sustained long term profitability.
- Develop and grow my team according to individual ability and experience through clear development plans, timely feedback and hands on coaching.
- Secure training for my team in order to have competent and commercially focused shopkeepers and coworkers.
- Constant monitoring and analyzing KPIs driving sales through short term and long term action plans.

**Self-Serve Manager**

01/2012 – 12/2014

**IKEA** – Cairo, Egypt

- Create and review standard operation procedures.
- Rang split and plan Self-serve using pro space program and do rebuild plan once a year.
- Maintain top sellers and strategic items.
- Use hot locations for strategic items in order to sell in volume and use other media to steer over stock and discontinued items.
- Maintain sales space capacity in order to have efficient replenishment with the minimum cost.
- Working with daily, weekly & monthly KPI.

**Self-Serve Senior**

01/2009 – 12/2011

**IKEA** – Abu Dhabi, United Arab Emirates

- Self-Serve Senior (YAS Store) Business areas sales analysis.
- Commercial activity planning and implementation.
- Self-serve strategic layout planning and implementation.
- Self-serve coworkers management and development.
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**Retail Sales Representative**

08/2005 – 12/2008

**IKEA** – Abu Dhabi, United Arab Emirates

- Ensure the area of responsibility is clean, tidy, fully stocked and correctly priced.
- Ensure all products are in perfect condition at all times.
- Approaching customers & advising them on the best solutions for their homes in order to sell more.
- Preparing my area of responsibility for stock replenishment and next day's business.