

Rikhi Sharma

Retail Manager

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Achievement-driven and High-Performance Operation/Retail Manager with outstanding experience of 10+ years in all phases of business operations while managing & supervising **retail sales & service of Exclusive Outlets and Large Format Outlets**. Skilled in implementation of **SOPs for retail operations** and retail standards in terms of merchandising- stock planning, sell through & category penetration. Excellent in ensuring **revenue targets achievement & growth plan for Hyper Store Operations**.

Extensive experience in **Hypermarket, Convenience Stores, Channel Sales and Market Research Industry**. Pivotal in **designing & implementing Retail model** with involvement in all key corporate decisions towards fulfilment of company vision & mission; focused on operations and enhancing efficiencies to augment revenue streams. At ease with budget limitations, deadlines, and high-pressure situations. Outstanding command over verbal and non-verbal communicative & interpersonal skills. Strong organizational, managerial, problem solving, interpersonal and negotiation skills

KEY EXPERTISE

Retail Store Operations	Profit Centre Management	Merchandising
Strategy Planning & Execution	Visual Merchandising	Inventory Management
Business Development	Retail Space Optimization	Manpower Management
Store Hygiene Assurance	Customer Relationship Management	Dump/Damage Control

PROFESSIONAL WORK EXPERIENCE SUMMARY:

- 1) Landmark Group- as Retail Manager(2021- July 2022)
- 2) Splash General Trading – as Retail Area Manager (2019- 2021)
- 3) Almadina Hyper Market UAE- as Area Supervisor March 2017 to 31st July 2019
- 4) LG Electronics Consumer Goods- as Outlet Manager I Operation September 2010 –March 2017
- 5) Savola Group(Hyper Panda) - KSA- Section Manager- March 2008- Aug 2010



Aug'19 to May 2021 Splash General Trading (UAE) | Retail Area Manager



Role:

- Assist the Operations Head in formulating the store strategy in alignment with the overall business strategy to effectively manage the sales & operations, marketing & administration
- Monitor the stock on a daily basis; ensure the maintenance of stock level and its replenishment as per the planogram.
- Assist the Process head in assessing the ageing of stock and undertake effective action to eliminate slow moving/dead stock.
- Drive the Sales strategy in coordination with the Sales Staff to ensure that the store targets are met , Monitoring and analyses the sales data of the store and undertake appropriate action
- Ensure all shops are efficiently and effectively managed, visiting them regularly, and monitoring their compliance with policy, procedure and standards.
- Evaluate operational and financial records to determine sales performance of a retail store
- Monitor inventory levels to determine the need for stock supply at each retail outlet & Inventory Management, availability of Top sellers & return/rotation of ageing inventory

Mar'17 to Jul'19: Al Madina Hyper Market LLC (UAE) | Area Sales Supervisor



Role:

- Responsible for overseeing 5 store operations. Monitoring and Supervising Store operations.
- Maintain full responsibility of stores, which encompasses sales management, revenue growth, staff supervision, and P&L management and store display.
- Ensures availability of merchandise and services by approving contracts; maintaining inventories.
- Formulates pricing policies by reviewing merchandising activities; determining additional needed sales promotion; authorizing clearance sales; studying trends.

- Play a key role in maximizing revenue potential, expanding customer base, surpassing revenue objectives, and improving customer retention levels.
- Handles sales Tracking and inventory control, Deal with all issues that arise from staff or customer(Complaints, Grievance etc.)
- Maintains operations by initiating, coordinating, and enforcing program, operational, and personnel policies and procedures.
- Contributes to team effort by accomplishing related results as needed.
- Responsible for achieving the Monthly Profit Target. Making the execution and drive the team to achieved the set targets.
- Make sure of the targeted stock pull from Warehouse and liquidation of the ageing stock. Extending information and inputs to higher management levels on matters related to vital and important matters and issues concerned with Financial performance

Sep 2010 – Feb 2017: LG Electronics (CG Group), | Operation Manager & Showroom Manager



Role:

- Developed store goals, and executable strategies to accomplish these goals; tracked & monitored performance and progress towards the goals and communicated regularly with the team to evaluate progress & accomplishments
- Accountable for all Showroom Sales & performance dashboards and reports as required by management
- Devise long-term development strategies for product categories & develop exit strategies for unsuccessful products
- Determine the positioning of a product category to maximize visibility & Liaise with marketing teams to determine competitive pricing and promotional activities of a product category
- Ensured service, merchandising, and operational standards were met through company-defined practices & processes; monitored, maintained and followed Store and Commercial Audit norms
- Devised and maintained operating budget to control expense within division guidelines to deliver positive results
- Achieves financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.



PREVIOUS EXPERIENCE

Jun'08 – Aug'10: (Hyper Market Panda, KSA) | Section Manager



EDUCATION

- **Graduation** | University of India (IGNOU) | 2015
- **Intermediate** | Board of Intermediate Education, India | 2006

TRAININGS

- **2008:** Customer Service and Coaching Training Course in Panda Academy (KSA).
- **2009:** Role of Section Manager Course in Panda Academy (KSA)
- **2010:** Institute of Computing Management.
- **2014:** The Science and Art of Persuasion- the direct and specific knowledge of selling

CERTIFICATIONS

- **Office Package** : Ms Word, Excel, PowerPoint
- **Advance Computer** : Hardware and Networking
- **Retail** : Certified in Retail Operation (CRO)

PERSONAL DETAIL

Date of Birth : 10th may 1985
 Marital Status : Married
 Languages Known : Hindi, English, Arabic, Bangladeshi, and Nepali
 Permanent Address : Baletaksar-4 Gulmi Nepal
 Driving License : UAE, India, Nepal