

Contact

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Top Skills

Store Management
Retail
Operations Management

Languages

English (Full Professional)
Arabic (Native or Bilingual)

Certifications

Personal in Charge
Basic Food Hygiene

Ashraf Ishnainah

Open To Work
Dubai

Summary

In 1998 I start my work as cooked trainee in Jordan within 2 years I become a Butcher Chef Departee, then I travelled to GCC and there I work in several Job until I get a job with Alshaya Company in Kuwait (Multi National Company : www.alshaya.com) as Sales Associate in retail sector, during my time with Alshaya graded in positions I become as Sales manager within 3 years, I open more than 20 stores in several country for different brands, I also become as Store manager trainer for central KSA.

During my time with Alshaya I learned and understand retail business needs, after that I get offer from Alsoraya group in KSA as Retail Operation Manager, I handle the retail business with turn over 350 Million Saudi Riyal, and mange 13 stores with over than 150 Staff in Saudi Arabia we achieve our business target for 2 years and we was (Me and the Team) the best department in the group ,Then something out of my hand is happened, Had me back to Jordan immediately .

In Jordan I start work with Burger Makers as Area Manager then Operation Manger plus country Manager in Iraq, for 3 years I open 6 branches in Jordan and the first branch in Iraq as consultant and brand Ambassador, my responsibilities to create system for P&L reduce the wastage and work in manager performance to lead their team to achieve company KPI's and target.

Then I get job in The Mattar Farm as Retail & Consultant project Manager in Dubai March 2020, I start with Mattar Farm in Time out Market as retail Manager, I handle the project for 3 months, we achieve above 700K sales with my team even our target was 120K, then I worked in B2B sales for the product in kitchen for 2 months during that time I worked on organizing wholesale and we create accounts opening system for the clients. then I handle Expo2020 project from plan on the paper until today.

Best Regards

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Experience

The Mattar Farm
F&B Retail & Project Consulting Manager
March 2021 - Present (1 year)
Dubai, United Arab Emirates

Manage projects and related specific activities within given constraints of time, budget and quality and Ensure scope, schedule and costs are reasonable and achievable.

Allocate work among team members and provide guidance regularly.

Conduct periodic and post-project reviews to ensure project is on track and coordinate functional perspectives from within and outside project teams.

Plan, schedule and control activities to fulfill identified objectives applying technical, theoretical and managerial skills to satisfy project requirements.

Develop task interdependency and project tactics with overall project strategy.

Analyse process workflow, employee and space requirements and equipment layout; implement changes upon of the restaurant area

Burger Makers

3 years 2 months

Country Operations Manager
April 2020 - November 2020 (8 months)
Amman, Jordan / Baghdad, Iraq

- Overlooked the Operation of outlets in Jordan and Iraq, and provided overall leadership and responsible for driving profitable growth targets, market share development and stimulating new business in all segments.
- Worked with regional teams to deliver the best possible value proposition and ensure common alignment on strategies, forecasting and business processes.
- Developed relationships at executive levels, industry and institutional influencers as well as represented Burger Makers in public, private affairs and enhanced employer branding in the local market.

- Nurtured, led, and coached the team to optimum and long-term performance while securing a best-in-class work environment and high employee engagement.

Brand Ambassador

August 2019 - April 2020 (9 months)

Baghdad, Baghdad, Iraq

Recruit, select, train, assign, schedule, coach, counsel and discipline employees.

Plan and review compensation actions; enforcing policies and procedures as per the Mother brand .

Develop task interdependency and project tactics with overall project strategy.

Analyse process workflow, employee and space requirements and equipment layout; implement changes upon of the restaurant area

Working closely with regional distribution teams to implement marketing strategies & campaigns. Collaborating with marketing team to create social media content to drive brand awareness.

Area Operations Manager

October 2017 - July 2019 (1 year 10 months)

Amman, Amman, Jordan

Deliver management reports on sales, quality, productivity, P&L, inventory.

Operate 5 restaurant within the capital

Manage all operations day-to-day operations within budgeted guidelines and to the highest standards.

Lead & direct team members on efficient method, operation and procedure.

Staff Development and creating their Succession Plan, and improve

Al-Sorayai Group

Retail Operation Manager

January 2015 - June 2017 (2 years 6 months)

Jeddah

* Over saw the Retail Operations of 15 retail Store within Saudi Arabia.

* Facilitated the opening of 3 locations- responsibilities included: Creation of brand training materials and store structures, Hiring and training employees, Coordinating project review meetings, Liaison with IT and Property to complete store set up, On site management of visual and product roll out prior to opening.

*Worked directly with store managers on developing Quarterly Action Plan to achieve the store's annual sales budgets and margin goals.

*Worked closely with Store Managers to ensure that all P&L expenses are on or below budget. Look for opportunities to reduce operating expenses and make recommendations to Director of Retail Operations.

* Created development plan for each store associate and manager along with a structured succession plan process. Promoted 3 mid level managers into Store Manager roles and trained and promoted 1 Store Manager into Operations Manager role with in first year and a half.

* Worked with the office support team to ensure that all product presentations are in compliance with company standards and able to drive measurable sales results.

* Supported Brand Merchandising team with seasonal range reviews. Provided customer analysis and market feedback to customize product range for Middle East Market.

M. H. Alshaya Co.

5 years 1 month

Sales Operation Manager Pottery Barn

January 2014 - March 2015 (1 year 3 months)

Saudi Arabia / Kuwait

- Responsible for training newly hired staff on the brand standard, SOP's, Audit compliance and company ethics.
- Motivating team on daily shift briefings in order to achieve the given targets.
- Ensure the store standard by following up on the store visual guidelines book which is receiving from the mother brand on a yearly seasons basis.
- Monitoring store KPI's and ensure the staff are delivering the world class service towards customers on the sales floor.
- Got selected by top management to handle "In design consultation program" in all Home Furnishing stores and record their sales.
- Handling the store deliveries team and doing weekly & monthly reconciliation and having direct communication with warehouse team in case of any discrepancies.

Retail Store Manager Bath & Body Works

June 2012 - January 2014 (1 year 8 months)

Saudi Arabia

- Ensure communication is effective throughout store and back to brand team
- Implement and review all stock loss prevention controls.
- Implement processes specific to store product/size/location
- Manage a team including: in store training, recruitment (where applicable), motivation, coaching, development, disciplinary and performance appraisals

- Implement store layout, visual merchandising, stock and fixture positioning according to brand guidelines.
- Manage stock replenishment, product launches and promotions
- Ensure store is fully compliant administratively and procedurally according to company guidelines and deadlines
- Maximize sales and ensure customer focus is prioritized at all times
- Weekly/daily analysis of commercial reports and implementation of action plans where necessary.
- Cover the Operations manager duty in his absence.

Assistant Sales Manager Pottery Barn Kids

April 2011 - June 2012 (1 year 3 months)

Saudi Arabia

- Ensuring store has a positive and supportive work environment and the staff are suitably trained and motivated to perform their jobs effectively and efficiently.
- Organizing in store activities and events in order to increase customer loyalty.
- Maintaining the stock levels on the floor and managing stock flow in and out along with the concerned persons.
- Maintaining sales related reports and delegating sales targets to departments.
- Preparing training programs for staff and conducting sessions into batches.
- Managing implementation of new display plans and merchandising guideline in stores
- Conducting Staff briefing and monitoring store KPI's on the sales floor.

Senior Sales Associate Pottery Barn Kids

March 2010 - April 2011 (1 year 2 months)

Kuwait

Albadr Hotel

Customer Service Manager

October 2007 - January 2010 (2 years 4 months)

Jeddah, Makkah, Saudi Arabia

Develop service procedures, policies and standards.

Ensures professional image in line with the established grooming standards

Prepare and conduct induction program for new associates.

Handle major incidents.

Involve in staff recruitment and appraisals.

Train and coach staff to deliver a high standard of customer service.

Analyse statistics and other data to determine the current standard of customer service and work on all the gaps.

Dunes Club Amman

Restaurant Manager

October 2004 - September 2007 (3 years)

Jordan

- Leading an operation of 35 staff and restaurant operation of 150 covers maximum capacity.
- Looking after the restaurant operation for lunch and dinner service.
- Leading strongly the kitchen duties from suppliers negotiation until food presentation due to my experience as a chef.
- Working closely with the marketing team to develop strategies according to restaurant location, food concept and Dubai trends and market.
- Implementing established and adjusted SOPs; training in sales skills.
- Following strictly Dubai food safety municipality rules.
- Increasing progressive sales and monthly revenue through group events.

InterContinental Hotels & Resorts

Chef Departee

April 1997 - December 1999 (2 years 9 months)

Amman, Jordan

Butcher Chef

Education

The Vocational Training Corporation

High School Diploma, Food Preparation/Professional Cooking/Kitchen

Assistant · (September 1997 - March 2000)