**PRAKASH NAVANI** **Mobile: +971-528330913**

**Area Operations Manager Email: prakashnavani25@yahoo.com**

**Address: Bur Dubai, Dubai, UAE**

**PROFESSIONAL SUMMARY:**

Highly motivated, dynamic and goal-oriented professional with 16+ years record of outstanding management experience in retail store operations. Demonstrated ability to manage multiple units to generate increasing sales whilst enhancing sales team performance and operational efficiency.

**AREAS OF EXPERTISE:**

* Decision-making
* P&L Management
* Loss Prevention
* Inventory Management
* Vendor Negotiations
* Sales Leadership
* Customer Focus
* Team Building
* Communication
* Conflict Management
* Planning
* Multitasking
* Organization
* Detail-oriented
* Time Management

**WORK EXPERIENCE:**

**Area Manager & Operations Coordinator at ‘HiPHONE TELECOM’ May 2018 to Nov 2018**

**HiPHONE TELECOM – Dubai, UAE**

Managed day-to-day operations of 13 locations and supervised daily activities of 60+ employees.

Provided direction to the store teams through leadership, motivation and effective communication.

Maintained adequate stock levels; monitored market changes, competitor prices and products.

Collaborated with the project team, mall operations and leasing department, contractors and store teams for handing/taking over of premises; oversaw that all permits and licenses are in place.

* Assisted the GM in attaining the company’s expansion and growth plans by opening 5 new stores.
* Exceeded sales goals by 14% by coaching and mentoring store teams on effective sales strategies.
* Increased profit by 8% after limiting the discounts and avoiding out-of-stock on best sellers.
* Trained, developed and promoted 2 sales staff to Shop Supervisor.

**Area Operations Manager at ‘BHS’ Dec 2015 to Jan 2017**

**Liwa Trading Enterprises – Abu Dhabi, UAE**

Managed 100K sq. ft. retail area with 11 direct and 120 indirect reports and annual sales of AED 85M.

Supported and coached the store management team and associates within all stores to drive sales and meet KPIs, while managing expenses to improve profitability.

Tracked, analyzed stock in all stores and worked closely with brand team on initial allocations, stock distribution, ideal stock levels, fast and slow sellers to generate high-profit margins.

Liaised with the VM team and constantly reviewed in-store layouts to ensure commercial visual merchandising and adherence to brand standards.

Interacted with HR for employee-related all queries and submitted accurate payroll for all stores.

Actively participated in launching clearance sale at the warehouse and exhibition centres.

Coordinated with marketing team for all promotional materials, events and marketing campaigns.

* Conducted sales training programs across 11 stores and delivered 104% to half-yearly sales goals.
* Increased customer satisfaction by 18% by consistently delivering exceptional customer service.
* Ensured 100% compliance to Standard Operating Procedures and achieved high audit scores.
* Reduced inventory shrinkage from 2% to 1.3% by implementing an effective loss prevention plan.
* Developed and promoted 1 ASM to Store Manager and 2 sales staff to ASM.
* Fruitfully negotiated and arrived at favorable terms with new vendors and existing service providers resulting in cost reduction of stationary, transportation, and water by 10% - 15%.
* Ensured a smooth handover of premises and closure of BHS stores at various locations in the UAE.

**Store In-charge at ‘Stradivarius’ Jan 2013 to Nov 2015**

**Azadea Group – Manama, Bahrain**

Led an 8-member team and held P&L management accountability for the BHD 900K store operations.

* Achieved 16% year-over-year sales growth through effective leadership and sales strategies.
* Elevated client satisfaction from 74% to 90% by always ensuring appropriate product availability.
* Played a key role in boosting profit by 10% through commercial store layout and merchandising.
* Mentored, coached and promoted 2 sales staff to ASM and 1 sales staff to Store VM Coordinator.
* Achieved the highest sales figures during the SALE period, Ramadan and EID in store history.
* Increased staff retention to 100% by providing a comfortable work environment and culture.

**Store Manager at ‘Lucky Brand Jeans’ and ‘Fat Face’ Feb 2010 to Sep 2011**

**Majid Al Futtaim Fashion – Manama, Bahrain**

Directed and mentored a 6-member team to drive sales and provide impeccable customer service.

* Generated a 12% increase in annual sales by constant communication with the brand team.
* Efficiently handled the daily operations of the retail store and staff within two separate locations.
* Executed an efficient and smooth closure of ‘Lucky Brand Jeans’ and ‘Fat Face’ stores in Bahrain.

**Store Manager at 'Celio' Aug 2008 to Jan 2010**

**Jawad Business Group – Manama, Bahrain**

Trained and motivated team members to inspire the consistent achievement of store targets and KPIs.

* Successfully opened 'Celio' in Bahrain City Centre; hired and developed a high performing team.
* Exceeded annual goals by over 20% in key metrics such as profits, sales and customer satisfaction.
* Achieved 'Zero' variance for the half-yearly stock take by implementing a loss prevention plan.

**Store In-charge at 'Lifestyle' Jun 2006 to Nov 2007**

**Landmark Group – Abu Dhabi and Fujairah, UAE**

Supervised a staff of 25+ employees comprising dept. heads, cashiers, sales associates and promoters.

* Increased store sales volume by 17% through effective communication with buyers and vendors.
* Coached, developed and promoted 2 Supervisors to ASM and 1 sales staff to a Supervisor.
* Planned, organized and executed the smooth renovation of the 'Lifestyle' store in Fujairah.

**Sales Associate at 'Next' Aug 2002 to May 2006**

**Alshaya Group – Dubai, UAE**

* Exceeded department sales goals and KPIs by implementing the most effective sales techniques.
* Assisted in the smooth opening of 'Next' in Mercato mall ensuring layouts as per brand concepts.

**Sales Executive/Dept. In-charge at 'SHE Fashion' Aug 1998 to Oct 2001**

**Bhagwandas Trading Co. – Dubai, UAE**

* Increased department sales revenue by 20% - 25% by providing exceptional customer service.
* Negotiated with suppliers on prices, payment terms and delivery schedule for greater profits.

**PERSONAL DETAILS:**

DOB: 25/08/79 Nationality: Indian Marital status: Married Driving License:UAE & Bahrain

**EDUCATIONAL QUALIFICATION:**

Advanced Diploma in Retail Management – IIBMS (Distance Education: 2011 - 2013)

**LANGUAGES KNOWN:**

English – Fluent Hindi – Native Sindhi – Mother tongue Arabic – Basic