

PERSONAL INFORMATION

Ali Z. Dirbashi



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PERSONAL STATEMENT

An experienced Retail manager highly motivated and with a vast knowledge of the retail industry. Able to handle high-profile and hands-on management roles that require commercial acumen and creative flair. Able to drive brand availability and willing to take on board new ideas & adapt them further to make them my own. Ambitious and passionate about everything I do. Strong sales and service background which allows me to thrive in any competitive and challenging retail environments.

WORK EXPERIENCE

09/2016–10/2018 Assistant Store Manager at ZARA

Azadea Group, Amman (Jordan)

- Detect, anticipate and provide regular feedbacks on customer's needs, markets trends and competitors activities the region / market.
- Evaluated the strengths, weaknesses, opportunities and threats within the market relating to the company's products and services, effected short- and long-term counter measures to neutralize competitor strategies.
- Carry out monthly, seasonally P&L reviews with the Store Team and ensure there is an action plan developed to address any issues and that the action plan is followed up.
- Greet customers, offer assistance and serve them in order to ensure their needs and complaints are answered in timely manner with quality and customer service standards creating customer loyalty and portfolio.
- Ensure smooth and efficient receiving process of items / shipments as well as monitor all kind of inventory activities such as cycle count and stock movements including transfers between shops, transfers to / from warehouse, damaged items, devolution, etc.
- Analyse hourly/daily/weekly sales performance, monitor selling item's, missing sizes/item's and collection rotation (in coordination with BM and VM) in order to identify replenishment needs, place accurate orders, meet stock performance objectives and maximize sales and sell-out.
- Prepare staff schedule based on budgeted hours and / or visitor traffic, daily sales targets, events, operational needs (including shipment, stock count, sale, etc.) as well as ensure the effective communication of sales plans and set daily and hourly targets to the shop/department team.
- Recruit, train, motivate and evaluate team members to ensure that have the necessary skill base and required image and that they are optimally enabled to maximize their potential and contribution to the company: conduct daily Japanese meetings to keep the staff informed and engaged.
- Log/update all commercial and operational information as well as various requests on the provided platforms (help-desks, events loss prevention application etc.) in a timely and accurate manner.
- Oversee the shop's image and ensure its compliance with the brand's standards, verify and follow up on the cleanliness, display and maintenance of the shop including the windows, cash and stock room.

08/2013–02/2016 **Commercial Department Manager at MARKS&SPENCER**

Al-Futtaim group, Amman (Jordan)

- Communicate sales plans and targets to the shop/Department team, monitor performance on an on-going basis, and suggest corrective actions to hierarchy when needed.
- Executed aggressive strategic sales plans targeted at capitalizing existing client base. Coordinated implementation of sales plans to increase revenues/profitability and expand market presence.
- Store KPI's are being reviewed to ensure targets are being achieved and action plans are developed to rectify issues.
- Assign routine and non-routine tasks and assist in the schedule preparation for the sales associate, cashiers and coordinators (When applicable) and ensure that activities are carried out in the most efficient manner.
- Greet customers and ensure that they are served by shop staff in a timely manner and in compliance with quality and customer service standards.
- Report occurring operational issues and handle customer complaints in a timely manner, suggest solutions or escalate them as appropriate in order to ensure operational effectiveness and customer satisfaction.
- Handle maintenance of inventories and placement of product order to ensure effective stock management and availability of product.
- Motivate team members and provide them with the necessary support in terms of training and development in order to optimize sales results.
- Supervise the opening process of the shop in order to ensure that all set procedures regarding petty cash, reporting system, etc. are respected.

08/2012–07/2013 **Department Supervisor at H&M**

M.H. Alshaya Co., Amman (Jordan)

- Driving operational, visual and customer service standards in store.
- Monitoring and reviewing store performance on a regular daily, weekly and Monthly basis.
- Implementing store compliance and health and safety procedures.
- Maximising sales through effective merchandising and marketing.
- Recognising and rewarding good staff performance.
- Monitoring product availability levels throughout the day and replenish Stocks to ensure availability.
- Developing business links within the local community.
- Working with the visual team to manage displays within the store.
- Recruiting the right people with the right behaviours in to the right jobs and Ensuring they are given access to the right training.
- Managing the stores budget, and keeping costs under control.
- Getting feedback and capturing data from customers.

11/2011–07/2012 **Sr. Sales Assistant at MAX**
Landmark group LTD, Amman (Jordan)

- Proven track record of increasing sales and turnover.
- Experience of managing KPI's and performance management.
- Experience of processing sales enquiries to a successful conclusion.
- Commercially and operationally minded.
- -Able to inspire store staff to keep ahead of the competition.
- Knowledge of working with brands and their guidelines.
- Responding to and comments and resolving customer complaints.
- Push civic engagement & social responsibility agenda within the store operations.
- -Ability to increase profitability through excellent service and the effective Management of retail space.

EDUCATION AND TRAINING

09/2013–12/2016 **Business Administration**
Al-Balqa Applied University, Al-Salt (Jordan)

Retail Analysis

Azadea Group

Commercial understanding

Azadea Group

Culture Awareness

Azadea Group

Effective Communication Skills

Azadea Group

Learning & Development

Al-Futtaim Group

Evolving Supervisor

Al-Futtaim Group

Health & Safety

Al-Futtaim Group

Mystery Shopper

M.H. Alshaya Co.

PERSONAL SKILLS

Mother tongue(s) Arabic

Foreign language(s) English

Communication skills Good Communication Skills Gained Through My Experience as Store Manager.

Organisational / managerial skills Leadership (Currently Responsible for a Team of 60 People)

Job-related skills Good Command of Quality Control Processes (Currently Responsible for Quality Audit)