

# Edwin Mosass J Alappatt

Alappatt (H), Western Bazzar, Aranattukara PO ,Thrissur 680618

7736655976 / 7012022409 | edwinmosess.em@gmail.com

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## Objective

Seeking a store manager position to continuously improve store performance through utilization of operational management skills.

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## Experience

- First Cry** 2025 -  
STORE MANAGER
  - \*Leadership Experience: Managed a team of 8 employees, providing guidance, training, and support to ensure excellent customer service and sales performance.
  - \*Inventory Management: Effectively managed inventory levels, minimizing stockouts and overstocking, and optimizing product displays to enhance customer experience.
  - \*Operational Efficiency: Streamlined store operations, improving efficiency and reducing costs through effective scheduling, inventory control, and loss prevention.
  - \*Staff Development: Trained and developed employees to enhance their skills and knowledge, resulting in improved job performance and career advancement.
  - \*Visual Merchandising: Created visually appealing store displays and layouts to showcase products effectively and drive sales.
  - Budgeting and Cost Control: Managed store budgets, controlled costs, and implemented cost-saving initiatives to maximize profitability.
- Lil feet kids Hub** 2024 November - 2025 January  
STORE MANAGER
  - Scheduling and Time Management:  
Creating and managing employee schedules, ensuring adequate staffing levels, and optimizing workflow.
  - Supervising and Motivating Staff:  
They oversee the daily operations of the store, providing guidance, support, and motivation to their team members.
  - Recruiting, Hiring, and Training:  
Store managers are responsible for finding, hiring, and training new employees, ensuring the team has the necessary skills and knowledge to perform their roles effectively.
- RELIANCE BRANDS LIMITED** 2021 - 2024  
Supervisor
  - \*Analyzed sales data to identify trends and develop strategies to maximize store sales and profits.
  - \*Implemented new processes and procedures to improve efficiency and reduce costs
  - \*Monitored and replenished display inventory and restructured according to available stock.
  - \*Updated floor design for facility with 4000 square metres of sales space, enhancing presentation of products to patrons.
- VOGUE CLOTHING** 2018 - 2020  
VISUAL MERCHANDISER
  - \*Promoted seasonal products and trends to manage efficient movement of stock
  - \*Taught sales staff to properly coordinate clothing racks and counter displays to maximise promotional effectiveness.
- PEPE JEANS** 2018 - 2019  
SALE ASSOCIATE

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## Education

- CAPITAL UNIVERSITY** 2022  
BA ENGLISH
- KERALA STATE BOARD** 2017

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**Skills**

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- Organizational skills
- Decision making
- Multitasking
- Leadership abilities
- Time management
- Efficient customer service
- Sales Strategy

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**Interests**

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- Swimming
- Football
- Movies And Series
- Participating in social activities

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**Languages**

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- ENGLISH
- MALAYALAM
- TAMIL
- HINDI

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**Personal Details**

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- Date of Birth : 07/11/1997
- Marital Status : Single

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**PROFESSIONAL SUMMARY**

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- Detail-orientated merchandising professional aiming to leverage 4 years of developing effective visual displays to bring value to Visual Merchandiser role. Strong passion for utilising consumer behaviour expertise and knowledge of colour theory to create captivating visual displays