

Edwin Mosass J Alappatt

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Objective

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

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

Education

- **CAPITAL UNIVERSITY** 2022
BA ENGLISH

- **KERALA STATE BOARD** 2017

Skills

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

Interests

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

Languages

- ENGLISH
- MALAYALAM
- TAMIL
- HINDI

Personal Details

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

PROFESSIONAL SUMMARY

- 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