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Curriculum Vitae

**Skills Profile:**

* Excellent leadership qualities. Lead by example
* Relationship Building – internal & external
* Dedication to Excellence
* Passion
* Analytics & Data-Driven Mindset
* Traning & Developing others
* Implementing Safety and Security programs

***Work Experience:***

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**(7 Stores – BCC and Seef Mall)**

**June 2014 – June 2017** as a Loss & Prevention Manager franchised by Azadea Group Bahrain.

***Job Responsibilities:***

* Direct installation of covert surveillance equipment, such as security cameras
* Maintain documentation of all loss prevention activity
* Perform cash audits and deposit investigations to fully account for store cash
* Advise retail establishments on development of loss-investigation procedures
* Collaborate with law enforcement to investigate and solve external theft or fraud cases
* Monitor and review paperwork procedures and systems to prevent error-related shortages
* Investigate or interview individuals suspected of shoplifting or internal theft
* Visit stores to ensure compliance with company policies and procedures
* Supervise surveillance, detection, or criminal processing related to theft and criminal cases
* Recommend improvements in loss prevention programs, staffing, scheduling, or training
* Hire or supervise loss-prevention staff
* Review loss-prevention exception reports and cash discrepancies to ensure adherence to guidelines
* Provide recommendations and solutions in crisis situations such as workplace violence, protests, and demonstrations
* Maintain databases such as bad check logs, reports on multiple offenders, and alarm activation lists
* Verify correct use and maintenance of physical security systems, such as closed-circuit television, merchandise tags, and burglar alarms
* Train loss prevention staff, retail managers, or store employees on loss control and prevention measures
* Perform or direct inventory investigations in response to shrink results outside of acceptable ranges
* Coordinate theft and fraud investigations involving career criminals or organized group activities
* Direct loss prevention audit programs including target store audits, maintenance audits, safety audits, or electronic article surveillance (EAS) audits
* Develop and maintain partnerships with federal, state, or local law enforcement agencies or members of the retail loss prevention community
* Coordinate or conduct internal investigations of problems such as employee theft and violations of corporate loss prevention policies
* Assess security needs across locations to ensure proper deployment of loss prevention resources, such as staff and technology
* Analyze retail data to identify current or emerging trends in theft or fraud
* Advise retail managers on compliance with applicable codes, laws, regulations, or standards
* Monitor compliance to operational, safety, or inventory control procedures, including physical security standards
* Identify potential for loss and develop strategies to eliminate it
* Administer systems and programs to reduce loss, maintain inventory control, or increase safety

***zara-logo-s***

**November 2013 – May 2014** as an Assistant Store Manager for ZARA franchised by Azadea Group Bahrain.

***Job Responsibilities:***

* *Shipment & Stockroom – Plan shipment schedule, Productivity planning and implementation, monitor stock organization, monitor blocked items and rotation, monitor stockroom well organized according to guidelines.*
* *Customer Service & Floor control – Lead by example and teach 6 minimum steps, motivate team & ensure team achieves 6 minimums, Handling customer complaints & difficult situations with customers, Identify areas of concern and improvements related to customer service MSR action plan.*
* Ordering & Sales – Analyzing sales related reports, knowledge of shop performance reports, knowledge of sales data of the store subfamilies / stock level & rotation, knowledge of competitors (product, pricing, merchandising, customer profile), collection suitability for the market & store, communication with suppliers and BMs, commercial decisions, place strategy to achieve & improve sales comparing LFL.
* Coordination – Understanding of model, style, color, fabric, price range season trend, communication with merchandiser & BM for advices & proposals, Check TGT daily and pass on updates to coordinators & team, sales analysis (rankings, collections, subfamily reports) with coordinators and shop manager, check floor plan is commercial and consistent before delivery of the shipment.
* Management Skills – Check & monitor team and cashiers performances, handle exchange & refund cases, delegate tasks and follow up, Plan & control budgeted hrs. control working hrs.Vs sales as per BI reports.
* Inventory – Prepare zoning map, stockroom, staff schedule, materials (PDA, SPT etc.), knowledge on analyzing the inventory results, prepare action plan to reduce shrinkage and loss.
* People Management – open communication, decision making, monitor vacation planner, attendance control, and control hrs. & sales productivity, team trainings, evaluation of team, report progress and potential staff to shop manager for succession planning, motivating team, effective conversation with the team and shop manager.
* Planning & Organizing – control women section, mentor manager for the mentoring team in the shop, lead and develop potential candidates.

***Achievements:***

*- Successfully completed MDP training course in January 2015.*

*- Successfully completed RMDP training course in 2014.*

*- Attended training on Loss & Prevention, Customer service, P&L.*

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**November 2011 – October 2013**as an Assistant Store Manager for Bath & Body Works franchised by Alshaya Trading Company WLL. Bahrain.

***Job Responsibilities:***

* *Ensuring communication is effectively done throughout the store and back to the brand team.*
* *To implement and review all stock loss prevention controls. Implement according process specific to store product/ size/ location.*
* *Managing a team including, in store training, recruitment, motivation, coaching, development, disciplinary & performance appraisals.*
* *Identifying individual training needs.*
* *Implementing store layout, visual merchandising, stock & fixture positioning according to brand guidelines. Managing stock availability, product launches & promotions.*
* *Ensure store is fully compliant administratively & procedurally according to company guidelines & deadlines.*
* *Maximize sales & ensure customer focus is prioritized at all times.*
* *Weekly /daily analysis of commercial reports & implementation of action plans where necessary.*
* *Manage manpower planning according to needs of business (considering productivity).*
* *Deputize in the absence of the Store Manager.*

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***Feb 09 – August 2011***as Store in Charge for Spring Footwear & Accessories brand of Aldo Group International, under Bahrain Apparel Trading W.L.L. position located at Bahrain City Center.

***Job Responsibilities:***

* *Handling store, stock and staff.*
* *Leading and motivating the sales team.*
* *Assuring customer service as number one priority among the sales team.*
* *Maintaining the Visual Presentation as per Aldo Group Canada.*
* *Handling daily operational activities.*
* *Reporting to Retail Area Manager / Brand Manager & the Operations Manager.*
* *Ensuring growth of the store and staff.*
* *Provide training to new staff as per Aldo Group Canada.*

***wnslogo***

***Jan 08 – Jan 09***as*Senior Customer Service Associate* for WNS Global Services Vikhroli (west), Mumbai. (US Process BPO)

***Job Responsibilities:***

* *Handling Customer Service inbound calls from Representatives of Avon Cosmetics one of the largest cosmetics giant in the world.*
* *Handling Billing Enquiries.*
* *Ensuring a 100% customer satisfaction on each call.*
* *Taking orders over the phone for Avon Representatives.*
* *Mentoring new team members.*
* *Giving process knowledge to new team members.*

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***Jun 05 – Dec 07*** at Convergys India Ltd. Thane (W). Mumbai. (Optus Mobile – Australian Inbound process).

***Job Responsibilities:***

1 year six months as Customer Service Representative and 1 year as SME (Subject Matter Expert).

* Handling customer service calls from customers using Optus prepaid and postpaid mobile.
* Handling billing enquires.
* Activating GPRS by sending SMS and/or Manual Set up for some phone models.
* Activating Roaming Service.
* Activating / Registering new Sims service or Disconnecting / Cancellation of Sims service.
* Upgrading tariff plans.
* Solving technical difficulties of mobile phones for Optus users.
* Giving Process Knowledge to new team members
* Mentoring new team members and rating their call quality

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***Oct 02 – May 05***as *Customer Service Associate* for Emirates Petroleum Products Company LLC. (Eppco) Zabeel Road, P.O.Box – 5589, Dubai, U.A.E.

***Job Responsibilities:***

* *Working at the convineo stores in shifts at gas station.*
* *Maintaining Housekeeping, Merchandising, Cashiering, and ensuring sales.*
* *Handling customers to ensure customer service is been delivered as per the company standards.*
* *Reporting to the store in charge.*
* *Worked at the forecourt area as Filler filling gas, refilling engine oils and radiator water.*

**Personal Details:**

**Permanent Address:** House 225, Bohra Lane, Junasath Mohalla,

Manasa, Neemuch. 458110. MP.

**Current Address:** Marol, Andheri east, Mumbai 400059

Date of Birth: 5th July 1979

Place of Birth: Mumbai

Marital Status: Married

Nationality: Indian

Mother Tongue: Gujrati

***Educational Qualifications:***

Passed SSC in the year 1995 from Mumbai Board.

Passed HSC in the year 1997 from Mumbai Board.

***Additional Qualifications:***

Completed academic course of Hotel Management (Silver Service) from Savoy Catering Institute Andheri (West).

***Computer Skills:***

*Basics:* DOS, Microsoft Word/Excel/Power Point, and FoxPro from Aptech Computer Institute. Andheri (west)

*Working Knowledge:* Microsoft Outlook Express, SAP Oracle, Apple IOS, Internet

***Languages Known:***

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| --- | --- | --- |
| **Read** | **Write** | **Speak** |
| English | English | English |
| Hindi | Hindi | Hindi |
| Marathi | Marathi | Marathi |
| Gujrati | Gujrati | Gujrati |
| Arabic | Arabic | Arabic |
|  |  | Tajik |
| Russian | Russian |  |

***Passport Number:***

J4382864

***Driving License:***

Bahrain Driving License – valid in GCC

***Hobbies:***

Riding racer bikes / Driving sports cars, Listening Music, Swimming.

***Motto:***

“Excellence is not a skill, it’s my Attitude”.

**Bakir Manasawala**