

**Name:** Bakir Moiz Manasawala  
**Contact:** +91 9340234860  
**Email:** [bakirm2000@hotmail.com](mailto:bakirm2000@hotmail.com)  
[Bakirm2013@gmail.com](mailto:Bakirm2013@gmail.com)



## **Curriculum Vitae**

### **Skills Profile:**

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

### **Work Experience:**



**(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

## **Z A R A**

**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.



**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.

## **Spring**

**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.*



Extending Your Enterprise

**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.*



**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



**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:**

<b>Permanent Address:</b>	House 225, Bohra Lane, Junasath Mohalla, Manasa, Neemuch. 458110. MP.
<b>Current Address:</b>	Marol, Andheri east, Mumbai 400059

Date of Birth: 5<sup>th</sup> 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:**

<b>Read</b>	<b>Write</b>	<b>Speak</b>
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**