



## PROFESSIONAL SUMMARY

Expert store manager with a decade of successful retail management, adept at creating and executing strategies to drive sales, improve customer loyalty, and maintain a top-tier shopping environment.

## EXPERIENCE

### Royaloak Incorporation Private Limited

Nov 2022 - Current

Store Manager

Led a team of 14 employees, overseeing all aspects of store operations, including sales, customer service, inventory management, and staff development.

Increased store revenue by 50% through effective merchandising, cross-selling strategies, and upselling initiatives.

Implemented streamlined inventory management procedures, reducing stock shortages by 10% and optimizing stock turnover.

Spearheaded the launch of successful sales promotions and marketing campaigns, resulting in Best Store in Maharashtra.

Developed and executed training programs that improved staff product knowledge and customer engagement, leading to a 50% increase in customer satisfaction scores.

Maintained visual merchandising standards, resulting in a 10% increase in average transaction value.

### Reliance Retail Limited (Wagholi)

Dec 2020 - Jul 2022

Store Manager

Handling the operations of 4 to 5 stores (B2B & B2C) by coordinating communications, track and follow upon requests and identify those of importance which require immediate attention.

Monitor performance metrics of sales team and report data.

Planning, Promoting, and Marketing the business.

Meeting sales targets.

Preparing store and advertising displays.

Develop and manage strategies to achieve stated goal.

Build growth and sales through counseling and wellness programs that increased the revenue.

Deal with all issues that arise from staff or customers (complaints, grievances etc.)

Supervised data entry, freight deliveries, negatives, and pack away procedures for accurate POS inventory.

### Ram E Super Store Pvt Ltd (Viman Nagar)

Jun 2016 - Mar 2020

Store Manager

Managing budgets.

Manager over 42 Employees.

Increased sales by 50% over a period of 1 year.

Responsible for entire store while being on duty as store manager(Cosmetic, Cafe, Grocery, Pharmacy.)

Made schedule, Payroll, Bank Deposits, and Store Reports.

Recruiting, training, supervising and appraising staff.

Maintaining statistical and financial records.

Dealing with customer queries and complaints.

Ordered and received Cosmetics, Cafe, Grocery, Pharmacy supplies.

Preparing promotional materials and displays.

### Medplus Health Services Pvt Ltd (Kalyani Nagar)

Jun 2015 - May 2016

Sr.Pharmacist

Provide customer services by filling prescription orders with great accuracy.

Gather patient data and check it with current prescription.

Verify possible drug interactions and inform physicians to change medications.

Arranged for medications delivery on customer's request.

Checked for discrepancies in patient's medical history and prescription.

Ordered and received pharmacy supplies.

Preparing promotional materials and displays.

### Wellness Forever Medicare Pvt Ltd (Viman Nagar)

Apr 2013 - May 2015

Pharmacist

Provide customer services by filling prescription orders with great accuracy.

Gather patient data and check it with current prescription.

Verify possible drug interactions and inform physicians to change medications.

Provide customer services by filling prescription orders with great accuracy.

Manage pharmacy inventory and supervise pharmacy technicians.

Gather patient data and check it with current prescription.  
Verify possible drug interactions and inform physicians to change medications.  
Answer customers questions on using medicines.  
Liaise between physicians and customers for changing prescribed drug to generic.

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**EDUCATION**

**Maharashtra State Board**

D.Pharmacy  
55.90%  
2013

**Maharashtra State Board**

HSC  
43.83  
2011

**Maharashtra State Board**

SSC  
61.53  
2009

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**SKILLS**

Retail Operations Management  
Team Leadership and Development  
Sales and Revenue Growth  
Inventory Management  
Customer Service Excellence  
Communication and Interpersonal  
Budgeting and Financial Analysis  
Marketing and Promotions  
Expertise in EcoGreen, POS, D365 Software

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**ACHIEVEMENTS**

Udaan 2012 (Business Idea Competition.)  
Institute Of Pharmaceutical Education And Research (Scope And Potential After Pharmacy.)  
Recognized as the "Game Changer of July & Sept 2023" at RoyalOak Incorporation Private Limited.

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**PERSONAL STRENGTHS**

Customer Focused  
Sales Acumen  
Adaptability  
Confidence  
Creativity  
Team Development  
Attention to Detail  
Time Management  
Negotiation Skills

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**PERSONAL PROFILE**

Date of Birth : 21/03/1992  
Marital Status : Unmarried  
Nationality : Indian  
Gender : Male  
Known Languages : English, Hindi, Marathi  
Hobby : Traveling

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**DECLARATION**

I Ashraf Shaikh declare that all the above cited information is true to best of my knowledge and belief, if given a chance, I can prove.

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Date : December 2023  
Place : Pune, Maharashtra

**ASHRAF SHAIKH**