



# MOHAMED ELSHELKANY

RETAIL STORE MANAGER

🏠 Flat 14 Building 1348 Road 1623

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## ABOUT ME

Proficient Retail Store Manager with more than 15 years of experience in developing market campaigns, cultivating partnerships, and retaining client accounts. Proven team leader with expertise in introducing new products to increase profitability. Customer-oriented with ability to make decisions and determine customer needs. my main goal now is to improve my career and knowledge in sales & retailing and business development to achieve professional growth

## SKILLS

- **Communication**
- **Adaptability**
- **Customer services**
- **People Management**
- **Sales Leadership**
- **Sales Experience**
- **Organization**

## EDUCATION

Bachelor Of Commerce in Accounting ( English Section )  
1998-2002 Arab Republic of Egypt  
Tanat University Faculty of Commerce

## WORK EXPERINCE

### FOREVER 21 - SHARAFRETAIL - Part of Sharaf Group From Sep 2004 - Present ( 15 Years 9 Months)

#### STORE MANAGER

Bahrain ( City Centre ) From Sep2008 -Present

#### STORE SUPERVISOR

Bahrain ( SEEF Mall) From Dec 2006- Sep2008

UAE , Dubai (Ibn Battuta Mall) From Feb 2006- Dec 2006

UAE , Dubai (Mall Of Emirates ) From Feb 2005-Feb 2006

#### SENIOR SALES ASSOCIATE

UAE, Dubai ( Deira City Centre )

## ACHIEVMNETS AND RESPONSIBILITES

- Managed to increased Store KPI by increasing (AIP) And (APPP) 2018 and 2019
- Achieved high margin from 2008 to 2019 by focusing on ACP
- Best Customer services feedback and ensure my team are following the high standard of customer services
- Assist top management with corrective/disciplinary action when necessary
- Attend MAF management Advisory board meeting for 2014 and 2015 for Mall analyse footfall figures and sales improves
- Coach/develop store teams/staff to achieve continuous improvement in operations performance
- Communicate with visuals team regularly and monitor the sales of the items displayed on hotspots
- Check the inventory periodically to make sure the correct goods are in at the correct time
- Control pricing changes, damaged and waste products, cosmetic testers
- Handling discrepancy in the physical and system count of stocks
- Controlling the shrinkage and ensuring it doesn't exceed 0.25% of the landed cost
- Identify issues and resolving them speedily

- Increase employee Motivation and Team Building through training, team building exercises
- Conducting the ageing analysis, clearing the non moving stock and thereby maintaining the stock accuracy.
- Ability to understand priorities and the sense of urgency of the business, adjusting directions/scheduling when necessary to meet store needs and the demands of the business
- Ensuring proper floor coverage and floor management in order to maximize store volume
- Assist in maintaining the excellent visual presentation of the store, by presenting a fashion statement throughout the store.

**Dec 2002 to May 2004**

**Mohamed Youseif Construction Company - Cairo –A.R.E**

## **ACCOUNTANT FINANCIAL CONROL**

### **ACHIEVMNETS AND RESPONSIBILITES**

- Prepare, examine, and analyze accounting records, financial statements, and other financial reports to assess accuracy, completeness, and conformance to reporting and procedural standards.
- Compute taxes owed and prepare tax returns, ensuring compliance with payment, reporting and other tax requirements.
- Analyze business operations, trends, costs, revenues, financial commitments, and obligations, to project future revenues and expenses or to provide advice.
- Report to management regarding the finances of establishment.
- Balance sheet reconciliations.
- General ledger entry including accruals and prepayments.
- Dealing with statutory returns. Assisting internal/external auditors with queries.
- Chasing outstanding customer accounts.
- Resolution of invoice queries including credits.
- Assisting with sales, cash books and payroll.
- Communicating clearly and effectively with the accounts team.
- Monthly / quarterly management accounts preparation.

## **COURSES**

<b>Feb 2000</b>	– Course Of English Intermediate Certificate Issue By Faculty Of Commerce ,Tanta University In Cooperation With American University In Cairo With Grade C
<b>Sep 2000</b>	– Microsoft Office (Word 2000 & Excel )Intermediate Certificate Issue By Tanta University Faculty Of Commerce Academic Computer Center With Grade Very Good
<b>Jul 2000</b>	– Introduction To Microcomputer And Windows Intermediate Certificate Issue By Al Ahram Management And Computer Center In Alexandria With Grade Excellent