



MUHAMMED SHIYAS

STORE MANAGER | LUXURY RETAIL EXPERT

Result-driven professional with extensive expertise in the fashion industry, seeking a leadership role as an Assistant Boutique Manager or Boutique Manager within a prestigious luxury brand or high-end department store. Adept at leveraging leadership skills, operational expertise, and team management abilities to drive business growth, deliver exceptional customer experiences, and achieve organizational objectives. Committed to fostering a collaborative team environment and upholding the highest standards of excellence in luxury retail.

Location Preference : U.A.E./ GCC Countries

CORE COMPETENCIES

- Leadership and team management
- Customer service excellence in luxury retail
- Sales target achievement and KPI optimization (UPT, ATV, Conversion)
- Inventory control and loss prevention
- Operational compliance with brand SOPs
- Business development and strategic planning
- Employee training and performance management
- Client relationship management and VIP engagement
- Effective collaboration with senior management and merchandising teams
- Problem-solving and decision-making

EDUCATION

Bachelor of Commerce

Taxation and Law
Kerala University
2012-2015



+971 561215399



www.linkedin.com/in/muhammad-shiyas-aa9723222



shiyasmx@gmail.com



Abu Dhabi -UAE

PROFILE SUMMARY

- Achievement-driven professional with over 8 years of expertise in Sales and Operations, specializing in luxury fashion brands.
- Recently led a team of 13 and managed operations for one of the flagship stores of Mauzan Group.
- Demonstrated expertise in customer service, store management, mall marketing, and leading diverse teams toward success.
- Consistently achieved sales targets, drove KPIs, optimized inventory, and upheld exceptional store standards.
- Skilled in employee development, training, and performance management, fostering high-performing teams.
- Proficient in stock management, loss prevention, and ensuring compliance with brand SOPs.
- Renowned for excellent communication and leadership skills, creating a positive and collaborative work culture

EXPERIENCE

Store Manager (Sep'20 – Nov'24)

Mauzan Group (luxury fashion Brand) UAE (Yas Mall I- Abu Dhabi & Al Ain)

Notable Achievements

- Record-Breaking Sales: Achieved the highest sales in Ramadan 2024 in the Yas Mall branch, with a 26% growth over 2023 and 43% growth compared to previous years.
- Consistent Growth: Delivered 7% YOY growth in 2023, achieving 100% of budget targets.
- Enhanced Team Productivity: Conducted regular sales training and performance evaluations, leading to improved productivity and results.

Key Responsibilities

- Leadership & Team Management: Supervised a diverse team of 13 staff members, including an Assistant Boutique Manager, ensuring operational excellence and high team performance.
- Training & Development: Trained and developed team members using effective strategies, fostering employee growth and career advancement.
- Operational Excellence: Spearheaded the achievement of KPIs, focusing on UPT, ATV, conversion rates, and sales per square foot.
- Strategic Collaboration: Worked with Sales Managers, Area Managers, and the Training Department to address store training and development needs.

TECHNICAL SKILLS

- MICROSOFT D365 DYNAMICS
- MS OFFCE (excel ,word and power points)
- PLUS-B
- RETAIL INSIGHT

SOFT SKILLS

- Skilled in Negotiation and Conflict Resolution.
- Strong Visionary Thinking and Decision-Making ability.
- Effective Listener and Communicator.
- Proven expertise in Team Building and Interpersonal Skills.
- High Business Ethics and Trustworthiness.
- Strong Analytical Problem-Solving skills.
- Effective Leadership and Delegation abilities.

CERTIFICATE

Art Of Perfumery And Luxury Client Service

LANGUAGES

- ENGLISH
- HINDI
- MALAYALAM
- TAMIL
- ARABIC (Basic)

PERSONAL DETAILS

- Date of Birth: 4th Apr 1994
- Nationality: INDIAN
- VISA Status: visit visa

REFERENCE

- Moustafa (Area Manager)
0502833967

- Inventory Management: Collaborated with the Merchandising team to maintain optimal inventory levels, monitored stock aging, managed slow-moving items, and minimized shrinkage.
- Compliance & Audits: Enforced brand SOPs and loss prevention audit guidelines, cultivating a culture of accountability and adherence to operational standards.
- Performance Management: Conducted annual performance evaluations, providing coaching and motivational support to enhance individual and team outcomes.
- Client Relationship Management: Built and maintained strong relationships with key clients, ensuring repeat business and fostering long-term partnerships.
- Process Improvement: Streamlined sales processes and introduced innovative CRM tools, increasing team efficiency and productivity.
- Business Reviews: Facilitated weekly meetings with the General Manager and Senior Management to review business plans, accomplishments, and improvement strategies.

Store Incharge (JUL'19 – AUG'20)

Mauzan Group (luxury fashion Brand) Al Ain , UAE

Key Responsibilities

- Led daily store operations, ensuring optimal efficiency, customer satisfaction, and adherence to brand standards.
- Directed a high-performing team, consistently achieving sales targets and KPIs while enhancing customer experience and loyalty.
- Implemented effective inventory management practices and enforced strict loss prevention protocols, reducing shrinkage, ensuring optimal stock levels, and safeguarding company assets while maintaining compliance with store SOPs.

Cashier/Client Advisor (OCT'18 – JUN'19)

Mauzan Group (luxury fashion Brand) Al Ain , UAE

Section Supervisor (Jul'17 – Sep'18)

Carrefour (Majid Al Futtaim Group) Bawadi Mall- Al Ain , UAE

Key Responsibilities

- Supervised daily operations of the supermarket section, ensuring optimal stock levels, product display standards, and high levels of customer satisfaction.
- Led, trained, and motivated a team of staff, fostering a positive work environment and consistently meeting sales and operational targets.
- Managed inventory control, minimized product waste through effective stock rotation, and enforced loss prevention measures to safeguard company assets.

Stocker (Jul'16 – Jun'17)

Carrefour (Majid Al Futtaim Group)

- Efficiently organized and stocked garments, ensuring proper placement, sizing, and visual appeal to maintain a well-presented sales floor.
- Managed inventory levels, assisted with stock replenishment, and ensured availability of products to meet customer demand.
- Conducted regular stock checks and maintained product quality, reporting any discrepancies to management for timely resolution

Client Advisor (Mar'15 – Jan'16)

Arrow Life Style – India