

**Dear, Sir/Madam,**

**I am really excited browsing your company Profile and I certainly desired to join your retail team to explore new innovative thoughts & market and the business.**

**I was holding position of Regional Concept Business Manager with 16 years of fashion retail experience. I am applying for vacant suitable retail/Sales operation position in your organization.**

**Attached herewith my RESUME for your Kind Perusal.**

**Please take a moment to review my experience you'll see that I have required skills & experience for transition into your retail business.**

**I am ready for this career change and guarantee that my work will exceed your expectations.**

**Awaiting for your favorable response as early as possible.**

**Thank you.**

**SKYPE –Leo Anthony.**

**Mobile 00944765628928**

**E-Mail – Leoniharaas@gmail.com**



# Leo Maxwell Anthony

## OBJECTIVES

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Seeking management position in Retail / Operation in a Value Based People Centric Organization.

### Personal Profile- Key attribute:

- Targeted oriented self- driven go getter
- Willing to travel extensively and ambitious
- Hard working individual having ability to work under pressure and meeting deadlines
- Loyal to organization
- Strong team player
- Enjoying working in a diverse and challenging environments

### Current Designation: Regional Concept Business Head (Splash)

Regional concept Business head for BURAIIDHA region from 2015- up to date. Handling 28 stores with Turnover of 233 Million for the Year 2016-17 with support of four Area Managers and 258 retail employees with 41% of locals and 59% Expats.

### Core responsible: - followed 100% KPI

- Responsible on Business optimization -Daily/Weekly/Monthly/ Quarterly/ Yearly ( Event & Nonevent)
- Profit and Loss - Emphasis and enhance topline business and control on bottom line
- Margins- 100% compliance on Daily/weekly/monthly/Yearly margins.
- Retail strategies -implementation and execution 100% on time
- Man-Management (Regular Coordination with retail team to enhance the strategies)
- Core responsible on Season Sell thru and Launching
- Responsible of Clearing maximum Ageing stocks from terminals ( Identifying Clearance Locations)
- Ascertaining new business locations/Project
- Work closely with AVM/IVM ensuring Visuals/Props/POS acknowledged and executed on time

### **Previous Designation :**

Area Manager - Promoted as a Area Manager from 2014- 2015 handling 05 top stores with Turnover of 89Million Including top two stores in the region with turnover of 60Million.

### **Roles & Responsibilities**

- Core Responsible to meet given target against given Budget
- Improving ATV/UPT against Last year
- Primary target of Achievement within stock lose targets
- Core Responsible on reducing and controlling of Operation Cost
- Ensure 100% satisfied in All Parameters of Audits ( Dubai/Saudi/Mistry shoppers/Cash)
- Understanding the Demographics Income source and Planning and identifying Minimum 02 New stores for the Year
- Direct involvement and focus on Concessionaire business ( ZIPPO, Sunglasses, Elle cosmetics, Perfumes)
- Plan and achieve store force target of ( Accessories & Denim/Lee cooper and WOW bills/ATV/UPT)
- Conducting People development program to enhance employees skills into next level
- Achievement of % Decreases Annual employee attrition Level

### **Concept Retail Audit and Project Manager from June 2006 to 2014.**

Working as a Retail Audit Manager for Splash Fashion Concept under umbrella of Land Mark Group Organization and handling separate Concept Audit team to analyze Retail standards & business and market activities on a Daily /Weekly/Monthly and circulated monthly Audit reports to Concept COO and Retail Operation and Business Managers Also, Respective departments heads to analyze and comprehend the need of retail floor.

### **Roles & Responsibilities**

- Following Retail SOP 100%
- Retail & cash Audit Analyze
- Retail standard related analyzing
- Business related analyzing and interpreting the performance trends of sales.
- Planning of Audit schedules
- Field work – following Retail and sale Audit check list 100%
- Audit Report- Analyze store concerns and Action
- Stock take support & Planning and implementations Biannually and Annually

### **Roles and Responsibilities in Project**

- Involved in store Planning for new and existing stores with local & Dubai Architects
- Ordering store fittings for new and existing stores locally and internationally
- Involved in brand shuffling/shifting depend on the facts figures of brand sales
- Involved in importing of Non- trading goods for two regions (RYD/BUR) and direct coordination with logistic ware house RYD and DAMMAM.

**Showroom Manager:** from 2000- 2006- The Splash Landmark Group Riyadh K.S.A.

**Roles & Responsibilities:**

- Focus and Achievement on Target against the budget
- Increasing SQF returns & ATV and UPT
- As per concept Guidelines Maintaining store standards
- Stock management
- Handling staffs Grievances
- Merchandising
- Conducting Product & Brand Training Programs
- Daily & Weekly business Development Meetings
- Customer Analysis & updates on a regular basis
- Planning & controlling pilferage at store level
- Seasonal & SWOT analysis reports

**Educational Qualification:**

Bachelor Degree in Business Administration

GCE Ordinary Level Qualified with all eight subjects.

GCE Advance Level Qualified with all four Subjects

**Computer literacy:**

- Proficient in Microsoft office applications ( MS- Words, Power point)
- Working knowledge of MS Outlook express, lotus notes, E-Mail and other on line communications.

**Language Proficiency:**

- English – Fluent in Reading and writing and speech
- Sinhala – Fluent in Reading and writing and Speech
- Tamil - Fluent in Reading and Speech
- Arabic – Business Related Speech.
- Hindi & Malayalam - Good in Speech

**Participation in Business related seminar and trainings:**

- Extended Leadership management
- Soft skill development program
- Personal & Organizational Developments
- Fire and Safety Educational awareness program
- Participated in Oracle software ( ORPOS, SIM) program
- Participated in Visual merchandising and Audit meeting in Dubai( yearly)
- Quarterly/ Half yearly/Yearly Regional concept business meetings in Saudi Arabia and Dubai
- Regular Area Managers meeting
- Quarterly Store manager meet
- Conducted and participated in Town Hall meeting to understand employee's Grievances.

Marital status – Married

Nationality – Sri Lankan

Date of Birth – 1970-09-16

Sex – Male

**Non related Referees:**

**Mr. Indra Jabegu**

**Regional Head –BURAIDHA Region Landmark Arabia**

**Contact No-Mobile- 00966540600284**

**Mr. Prashant Nair,**

**Human resources Head (Splash Concept KSA)- Landmark Arabia KSA.**

**Contact No- Mobile 00966544812209**

I do hereby certify that the above particulars are furnished by me are true and accurate to the best of my Knowledge.

Leo Maxwell Anthony ( signature)

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CV updated on Jan 2018.

Contact Details- 0094765628928 OR Personal – E-MAIL Leoniharaas@gmail.com

