



Basem Thabet

Retail manager

📍 Dubai - United Arab Emirates

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Languages

English (Fluent)

Arabic (Native)

French (Basic)

About

Luxury Retail Manager with over 15 years of experience managing sales, marketing, operations and merchandising of a globally established brand while leading and liaising with cross-functional teams. Successful track record of exceeding objectives, building multi-year financial budgets and operational plans. I operate with full P&L accountability of the businesses I manage and worked on profit turnaround to ensure profitability. I am also adept at event planning, recruitment, maintaining a positive relationship with all stakeholders within high volume fast paced operations. My experiences have made me well versed in training teams, overall performance management and identifying & implementing KPI stimulants. Produced numerous store operation guidelines for annual events, store openings, developed sale and stock take packs. Great eye for detail from conception to design to installation and execution in a constantly changing work environment. I have successfully undertaken projects that pushed CSR topics which added to the excellent public image of the company and its services whilst coordinating effectively with both clientele and various management levels.

BRANDS WORKED WITH

AL ARABIA INSURANCE COMPANY

Chalhoub Group

Experience

● Retail Manager

Chalhoub Group | Feb 2018 - Now

- Manage both PG and Carolina Herrera stores in UAE, Egypt and Jordan
- Responsible for 8 stores in UAE - 5 in Dubai, 2 Abu Dhabi and 1 Store in Alain with a total headcount of 90
- Managing CH Egypt and Jordan stores since Jan 2019 in addition to UAE stores with teams of 8 in each store
- Laid the ground work for the opening of the first Purificaci n Garcia (PG) store in the UAE at Mirdiff City Center
- Coordinated the renovation of both CH and PG stores, oversaw opening of new stores, trained teams on delivering brand standard service and product know-how
- Coordinate and supervise all marketing activity in the markets I am responsible for, providing guidance on product selection to ensure campaigns are set up for success
- Managing whole sale and outlet store businesses serving as main point of contact with brand suppliers
- Work hand-in-hand with Division managers on store guidelines, brand SOP and reporting structure
- Helped develop and implement "Guest Experience" customer engagement program in stores and set key measurement standards
- Responsible for setting annual and monthly budget for the markets under my supervision and implementing an up to date commission scheme in keeping with country opportunity/challenges
- Fully involved in mentoring store managers/teams to be KPI driven and client-centric

● Flagship Store Manager

Chalhoub Group | Jun 2015 - Jan 2017

- Successfully managed a workforce of 15 skilled Sales Executives and developed three into senior sales executive and supervisor roles
- Ensured the most impactful visual merchandising of the highest standards is always in place, maintained
- Trained and instilled a luxury mindset in the team to enhance the atmosphere in store fitting the affluent lifestyle image of the brand
- Effectively identified and nurtured relations with regular and high net worth clientele of the store
- Maximize sales by giving weekly trainings to my team, carrying out daily huddles, monthly performance evaluations
- Achieved consecutive monthly and annual targets by driving a focused and goal-oriented team
- Carry out Stock takes in close coordination with Retail Division Manager

and Area manager

- Ensure the brand identifies and agrees with brand standards, guidelines are upheld and provide an inspirational and convenient shopping experience
- Assess market by competitor analysis, liaising with heads of departments
- Ensured the sketching, designing and setting up of mannequins set up inside the store is according to the brand and company standard
- Was given the responsibility of driving sales through commercial visual merchandising across the Middle East and ensured consistency of standards across the region
- Develop new business and long term account opportunities through prospective cold calling
- Develop, coordinate, and implement marketing plans designed to maintain and increase existing business and capture new opportunities
- Controlled shrinkage, expenses, and inventory levels in the store
- Took over the flagship store in May 2017 and increased annual profitability by 30%
- Travelled to Spain to brand headquarters to meet with buying and brand management team to synchronize region demands with merchandise selection
- Develop sales presentations, conduct seminars, and participate in meetings with clients and external vendors
- Be aware of organizational growth initiatives regarding market and target customer segments, and the company's potential to meet customer needs
- Oversee, maintain and upgrade existing relations to ensure ongoing client satisfaction
- Coordinate, manage and resolve customer dissatisfaction issues

● **Store Manager**

Chalhoub Group | Jan 2013 - May 2015

● **Store Supervisor**

Chalhoub Group | Jan 2011 - Dec 2012

● **Administration and HR Coordinator**

AL ARABIA INSURANCE COMPANY | Aug 2007 - May 2010

- Perform administrative work coordinating functions and executing Human Resources tasks
- Provide administrative support in the preparation of correspondence, reports, schedules, confidential materials and various employee issues
- Produce salary certificates, control holidays, medical leaves, and attendance of every employee adjusting monthly wages accordingly
- Assist HR Manager with recruitment, interviewing, and selection processes and send appropriate correspondence to all applicants in a timely manner
- Support the department managing the execution and follow up of training and development programs to ensure optimal company-wide performance

Education & Training

2006 - 2009

● **University of Damascus**

Bachelor of Science in Marketing,