



Daniel Mendonca

Retail Manager

London, UK

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Languages

English (Fluent)

Portuguese (Native)

Spanish (Fluent)

French (Work Proficiency)

About

A real company ambassador that takes pride in embodying the identity of the organisation. A reliable, ethical and responsible Manager with more than 10 years' experience in managing and promoting businesses, exceeding business targets and revenues, ensuring the compliance of the operational processes. I worked with limited edition products, timepieces, fashion (Men, Women and kids), accessories (bags, shoes, eyewear), fragrances, kitchenware and knives. Having worked in luxury destinations such as New Bond Street and Knightsbridge I have developed a strong sense of luxury service and retail excellence. As a manager I am highly successful in defining the store strategy and direction, optimising business potential and achieving the highest standards and KPI's. With my background in Marketing and people support, I am focused on coaching and mentoring high performance retail teams with the interpersonal skills to build robust and productive relationships with customers. With experience in leading, motivating and inspiring teams, I speak a few different languages and I am a skilled communicator in multicultural environments.

BRANDS WORKED WITH

Aki-Ieroy Merlin

Habitat Uk

Heal'S / Tottenham

Lacoste

Longchamp

Victorinox

Experience



● Store Manager

Longchamp | Aug 2022 - Now

- Deliver the business strategy, ensure the achievement of the business targets and operational efficiency
- Analyse team productivity, set monthly meetings to coach individual development, increase performance and targets achievement
- Daily, weekly, and monthly reporting to MD
- Ensure high standards of visual presentation and stock management
- Team recruitment, onboarding, training, and the delivery of HR processes Achievements: Recruitment of 70% of the team; Consistent over-achievement of the monthly target in 10%; Consistent growth of the AUR



● Flagship Store Manager

Victorinox | Jun 2016 - Aug 2022



● Assistant Manager

Victorinox | Sep 2014 - May 2016

- January / February 2022 – Seconded Lyon / France to open new store and train manager and team
- November 2021 – Seconded to Galleries Lafayette / Paris to open and train pop up concession
- Ensuring 100% customer satisfaction and grow customer loyalty across UK Team
- Creating and implementing the strategy to achieve annual target turnover, KPI's and operational efficiency, reporting to a Regional Operations Manager (ROM)
- Reporting weekly and monthly to Headquarters, working closely with the ROM on all areas of the business
- Managing the store operations and administration, ensuring compliance of processes related to profit protection, stock, health and safety, human resources, customer satisfaction, security
- Responsible for a team of ten, recruitment, induction, development, motivation, training, 121 coaching, performance reviews
- Responsible for the store assortment and category management, working closely with the Buying and Merchandising Depts
- Defining and delivering the local marketing strategy including the organisation of the Instore events Achievements: Turnover increase of +5% in 2019; 91.4% appreciation value in employee survey; -0.01% Stocktake

result; Growing the Fashion Department to 40% of the Turnover; Mystery Shopper 98% satisfaction; European Award of Leadership; European Award of Brand Ambassador; writing training scripts for the Company



● **Global Flagship Assistant General Manager**

Lacoste | Jan 2014 - Aug 2014



● **Women's Fashion Floor Manager**

Lacoste | May 2012 - Dec 2013

- Support GM in the overall running and operations of the Global Flagship Store

-Monthly individual team meetings, development, and coaching

-Support GM in achievement of set financial targets, business analysis and deliver the strategy

-Development of external relationships to increase store recognition

Achievements: implementation of the new Premium Concept in store; payroll optimization to 13% of the Turnover, best store KPI's of the UK boutiques

● **Team Leader Kitchenware**

Heal'S / Tottenham | Jul 2011 - Apr 2012

● **Administration Assistant**

Habitat Uk | Dec 2010 - Jun 2011

● **Merchandiser**

Aki-leroy Merlin | Jan 2006 - Jan 2010

● **Department Manager**

Aki-leroy Merlin | Jan 2005 - Jan 2006

Education & Training

2022 - 2022

● **New City College London**

Understanding Mental Health , NCFE Certificate:

2022 - 2022

● **New City College London**

Counselling skills, NCFE Certificate:

2007 - 2010

● **Escola Superior de Gestão e Tecnologia**

Marketing and Advertising , Business Management

1996 - 2003

● **Escola Superior de Gestão e Tecnologia**

Marketing Management , Business Management