



Matthias Benabi-di

Flagship Store Manager chez Ami Paris

Paris, France

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Languages

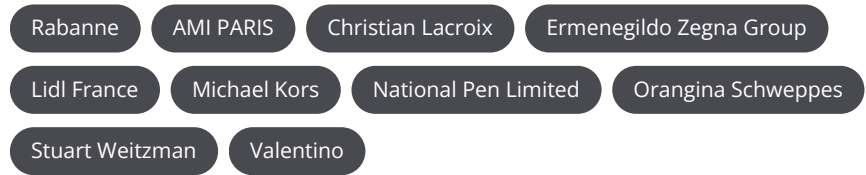
French (Native)

English (Work Proficiency)

About

Mener les équipes au succès en établissant des relations solides, en favorisant le développement des employés et en dépassant les attentes des clients.

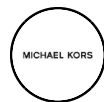
BRANDS WORKED WITH



Experience

● Flagship Store Manager

AMI PARIS | Apr 2021 -



● Store Manager

Michael Kors | Oct 2019 - Apr 2021

Development of the new Concept Store:

- Daily management of the store: recruitment and training of teams of 6 to 7 people, with morning meetings (daily turnover, objectives, global action plan and per employee).
- Realization of the turnover and sales development in order to optimize the profitability of the shop.
- Monitoring and analysis of KPI's, implementation of weekly and quarterly action plans.
- Staff development (supervisor, key holder, sales associates) with active sales listening and monthly conversation + goals by steps.
- Guaranteeing the quality of customer service and the good running of the shop (up the customer service, mystery shopper management, after-sales service, etc.).
- Management of internet orders and store withdrawals and direct shipping.
- Regular exchanges with the District Manager on all aspects (action plan, achievements, expectations, difficulties, questions, marketing activities).
- Work in collaboration with the visual merchandising, procurement, communication, distance selling, marketing, warehouse, etc. departments.
- Creation of events and proposal of loyalty offers.



● Store Assistant Manager / Store Manager

Stuart Weitzman | Oct 2017 - Oct 2019

MANAGEMENT:

Responsible for a team of 6 to 7 people in charge of additional activities. Management and daily animation of the sales force. Recruitment and training. Development of the skills of salespeople and the stock team. Inventory supervision.

COMMERCIAL STRATEGY:

Implementation and application of procedures, budget management of commercial strategy, of sales policy and annual objectives. Daily, week-end, weekly and monthly reporting in English. (Software Retail Pro, Sales-Forces and Shopper Tracker). Weekly call in English. Change of KPI's and CRM, focus on the customer loyalty and customer development. Creation and animation of events. Turnover/year between 3 and 4 million of Euros. After-sales service management.

VISUEL MERCHANDISING:

Implementation of the shop's visual identity. Elaborate and control the realization of the shop windows. Studying and proposing merchandising projects based on the results of analysis of management indicators. Passing the orders for merchandising materials. Ensure a competitive watch on visual identity and techniques for presentation.

HUMAN RESOURCE:

Preparation and reporting of employee pay slips. Elaboration of schedules. Team meetings. Recruitment of employees.

SUPPLIERS:

Global management of all suppliers, external stakeholders and contracts.



● Store Assistant Manager

Christian Lacroix | Dec 2015 - Sep 2017

Being the support of the Store Manager in daily tasks :

- Continious contact with various suppliers.
 - Management of e-mail requests from clients and suppliers.
 - Making and passing orders for the stock of the boutique.
 - Training and management of the new staff (temp contract).
 - CRM system development.
 - Managing after-sale service.
 - Creation, implementation and development of merchandising.
 - Implementation of a distance selling service (customer shipments).
 - Responsible for cashier operations and customer relation management (opening and closing cash desk, tax-free...).
 - Continious progress in reporting (daily, monthly).
 - Full management of the boutique in absence of the store manager.
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- Welcoming of French and international clients.
 - Technics of sales and retouching of different men's clothing (suits, jackets, pants, shirts,...).
 - Being the sales associate for all products of the brand (women's jewelry, leather goods, accessories), including Life Style products (porcelain dishes, fabrics, cushions, curtains wallpapers, carpets, sofas).



● Sales associate

Valentino | Nov 2015 - Nov 2015

- Temp/interim within "Valentino Uomo".
- Welcoming French and international clients.
- Mastery and selling of the different luxury products for men's.



● Sales associate

Christian Lacroix | Aug 2015 - Aug 2015

- Temp/interim within Flagship "Chrisitan Lacroix".
- Home French and international clients.
- Mastery of different men's clothes alterations (suit, jacket, pants, shirt).
- Selling the whole products of brand as Jewelry, leather goods, accessories, porcelain crockery , fabric (pillow, curtains...), carpet, sofa and stationery.
- Run the stand, control of merchandising techniques.
- Inventory management / inter-store transfers / Inventory Management.

● Sales associate

Ermenegildo Zegna Group | Nov 2013 - Jun 2015

- Home French and international clients.
- Selling the whole products of brand as ready-to-wear, made-to-measure, leather goods, accessories (scarfs, cufflinks,...) , shoes and fragrances.
- Support clients application / creative look / upsell.
- Mastery of different alterations (suits, jackets, pants, shirts).
- Monitoring, implementation and development of CA.
- Software Mastery CRM / Sales Reporting / Reporting daily.
- Run the stand, control of merchandising techniques.
- Treat customers Returns / Refunds / litigation.
- Inventory management / treatment delivery / inter-store transfers / Inventory Management / shipment to customers.
- Direct contact with the various external suppliers.
- Works closely with the retail, marketing, media and merchandising.

● District Sales Representative (seine et marne area)

Orangina Schweppes | May 2013 - Oct 2013

- Permanent anti shortage policy
- Setting up of advertising leaflets (Orangina, Schweppes, Oasis...).
- Negotiation on products emphasis (Main aisles, front display...).
- Window display negotiation, cross merchandising.
- Develop the turnover, the PDP (half pallet) and additional (extra pallet).
- Responsible of merchandising, emphasis and product presentation
- Shelving / potting / implantation
- Feedbacks



● Store Manager

Lidl France | Jun 2012 - Dec 2012

- Store orders (liquid, fresh, frozen, dried, etc...)
- Optimal management of flow of goods
- Respect the business concept and procedures (fresh products, price changes / displays, discounts, safety standards...).
- Develop the turnover with objectives set by top management
- Customer satisfaction in accordance with promotions to win their loyalty.
- responsible of merchandising.
- Inventory management.
- Respect of procedures cash (opening/closing)..
- Administration management (income statement, balance sheet weekly).
- rganize and plan the activity of the point of sale
- Organize, coordinate and train his team on a daily basis (15 to 20 people)

● Sales Associate

National Pen Limited | Mar 2011 - Dec 2011

- Generate revenue from a database (around 2,500 customers) of accounts with associated Sales Revenue and Key Performance targets.
- Achieving and exceeding sales targets: from 4500€ to 10.000€/week and more.
- Calling customers (100 calls or plus customers per day) from existing mail orders received.
- Selling the whole range of National Pen Ltd products (Advertising items) and building a relationship with customers.
- Creating customers/prospects accounts
 - Entering, booking, approving orders on database.
- Upselling live to customers.
- Verifying the order and customer details on-line.
- Any other duties/projects (mailing, advertising...) as directed by Senior Management.

Education & Training

2010 - 2011 ● **Université Paris-Est Marne-la-Vallée**

Bachelor's degree,

2008 - 2010 ● **Université Paris-Est Marne-la-Vallée**

Associate's degree,