

Organisation	Reliance Retail Ltd.
Business	Fashion & Lifestyle
Role Name	Store Manager
Reporting Manager	Cluster Manager
Role Purpose	Responsible for sales, presentation, profitability, and customer satisfaction of categories in the respective store
Salary Band	5-7.5 Lakhs per annum
Location	PAN India

BSC perspective	Key Responsibilities
Finance	<ul style="list-style-type: none"> ▪ Achievement of Targeted Annual Operating Plan, Gross Margin and SPSF (sales per square foot). ▪ Other Source of Income – SOH (stock on hand). ▪ Increase margins and minimize expenses. ▪ Control inventory level and shrinkage. ▪ Achievement of targeted earnings (EBITDA).
Customer	<ul style="list-style-type: none"> ▪ Stores to look as per guidelines. ▪ Ensure that sales team meets customer’s need. ▪ Achieve targeted ATS (avg. transaction size) and Conversion. ▪ Mystery Shopping Findings and Improvement. ▪ Focus on customer enrollment and business volume.
Internal Business Process	<ul style="list-style-type: none"> ▪ Monitor sales figure/ inventory planning. ▪ Adhere to Mockshop guidelines for visual merchandising. ▪ 100% SOP Implementation and Adherence by team. ▪ Ensure Negative Inventory Control. ▪ Statutory Compliance.
People/ Learning & Growth	<ul style="list-style-type: none"> ▪ Control Attrition. ▪ Product knowledge, brand differentiation. ▪ Recognize and develop talent. ▪ Optimize manpower resource for category. ▪ Functional and behavioral training. ▪ Mentor sales assistance through training and career planning. ▪ Update category and store associates on latest development in new product/brands and presentation/selling technique.

Competencies	
Functional Competencies	<ul style="list-style-type: none"> ▪ Ability to work under pressure ▪ Attention to Detail ▪ Customer Centricity
Generic Competencies	<ul style="list-style-type: none"> ▪ Communication Skills ▪ Commitment to Excellence

Academics and Experience	
Qualification	Graduate/ PG Diploma in Retail or equivalent degree
Work Experience	6+ years' experience