

Reza Shahneshini

General Manager Magnet - Nobia UK

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Work Experience

genral branch manager

Euro Car Parts - Brierley Hill

September 2018 to Present

running branch with the head count of 47 and 6 million pound a year turn over , fleet of 13 vans , responsible to manage 325 cash and credit account including my local national accounts , making sure branch is compliant through my operations manager , increasing sales by using every opportunity like visiting customers , dealing with issues , keeping eye on SLA'S , liaise on manufacturer and book demos and activity days to increase the sales number and margin number using various reports to identify drift customers and try deal with blockers to what sopping them to spend with me

General Manager Magnet

Nobia UK

September 2017 to September 2018

Responsible for a mixed site of trade and retail showroom, improving the turnover in both trade and retail side by improving customer service level by ongoing training and coaching and keeping close eye on NPS scores and customer feedback and also improving the aftercare standards, developing the account base of the business making relationship with local tradesmen and small to medium companies to get their kitchen and joinery orders by being very competitive on prices And also deliver on the promises, generating new business by contacting the builders and kitchen fitters in the area to find out how I can get their next project by giving competitive prices, design service and also credit facilities. and create brand awareness by organizing trade days which I invite the customers and also the sales representatives from suppliers to make the initial relation ship between Magnet trade customers and suppliers.

regional trainer Wolseley

December 2016 to August 2017

Part of the 10 man team responsible for designing and delivering the training modules i.e. sales customer service, product and systems required for the branch colleagues during the transformation of Wolseley

Branch manager

Wolseley Company

February 2014 to December 2016

Being part of a four man team to start a new business for Wolseley, including the processes, operation manuals, recruiting and training.

Branch manager of first ever store to open 31st of March 2014.

Establishing the brand as a contender in heating and plumbing business by creating events and offers.

Do a routine market research to gain up to date market activities and prices, new customers and create cash accounts and act upon

Create relationship between suppliers and local engineers throughout the year to increase brand awareness manage to find 55 new customers for the business in the first 6 months

Setting up the weekly and seasonal offers based on local needs and season

Being responsible to organize supplier training for all the branches

Take part in landlord and letting show to create awareness of the brand

Constantly review the floor plan and change according to the season

Try to develop the business by finding new customers and increasing the range according to the market needs

Increase the turnover to 1.8 million in nearly three years

Create and manage customer base of 780 customers in nearly three years

Create a customer segmentations i.e. Gas engineers, Bathroom fitters, land lords so I can tailor the best offers and services based on their needs

Use social media to create a community for the branch and customers to update the offers and promote the business

Set up a preferred partnership board to promote and support local tradesmen which would increase the store turnover

General Manager

B&M Retail Ltd

February 2012 to February 2014

Responsible for managing a headcount of 60 staff with a turnover of £6 million.

As the Store Manager I had total accountability for managing all aspects of the store.

I was responsible for leading, motivating and developing a headcount of 60 which would include 5 managers staff in order to maximise profit, Increase sales, connect with our customers and keep the store merchandised to the highest standard.

My duties included, daily, weekly and monthly reports to identify and action commercial opportunities.

To conduct and record daily floor walks with Senior Managers & staff. Agree daily priorities with each team and follow up to ensure delivery. Ensure effective cost reduction and loss prevention procedures are in place. Plan staffing in order to maximise team effectiveness. Recruit, coach and retain high calibre staff and feed back to my Area Manager.

I would also regularly share best practice with my colleagues and peers.

Store Manager

TJ Morris Ltd

February 2009 to 2012

Managing a headcount of 32 with a turnover of £3-4m.

I was responsible for managing, motivating and developing a first rate store team.

Assistant Manager

TJ Morris Ltd

2007 to 2009

Managing the store on a day to day basis under the Store Managers supervision, making sure all aspects of the daily routines was conducted effectively.

Deputy Store Manager

Lidl UK

2004 to 2007

This role gave me an opportunity to experience the diversity and challenges with managing a business. I learnt about the processes for cash and inventory control, as well as developing my people management and leadership skills.

Education

Bachelor of Arts in English

Shiraz University

1999 to 2003

HND

Electronics Dastgheib Technical College

1997 to 1999