

## Store Manager - Retail

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Company: The Souled Store

Location: guwahati

Category: other-general

### About Us

The Souled Store is a homegrown youth casual-wear brand started in 2013. We are one of India's largest online merchandising platforms with licenses like Disney, Warner Bros., WWE, IPL, Viacom18 to name a few. Apart from selling products with themed designs such as superheroes, movies, TV shows, and cartoons, the brand also is at the forefront of the latest youth style and fashion trends. In addition to core men and women wear apparel categories, we are also in the process of expanding to new categories and introducing new product lines in the existing categories like activewear, supima products, innerwear, personal care products like perfumes and very recently launched footwear and kidswear.

Although we are primarily an online brand, we've expanded in the offline retail space as well and have 16 offline stores with plans for expansion pan India.

The Souled Store was born out of the idea of loving what you do, from the soul. We believe that people do their best work when they love what they do. There are too many Monday mornings and you can't go dreading every single one of them. Over the years, we have built a strong team of like-minded people that work smart, own their work, and think like leaders. If you identify with what we do and are interested in being a part of an aggressively growing brand, we would love to have you on board.

## Responsibilities

- Overseeing and managing the day-to-day operations of the store
- Develop strategies to increase footfalls, expand store traffic and drive profitability of the store
- Meet the store targets by training, motivating mentoring and providing feedback to the store associates
- Develop metrics for the stores to evaluate achievement of targets, conversions of footfalls, customer satisfaction, repeat customers vis-a-vis new customers records etc.
- Develop strategies for sales and understand customer requirements and feedback of products
- Overseeing the visual look & feel of the store – checking the visual display of products and the displays outside the stores, the placement of products and the other creatives in the store
- Build a great rapport with the customers to build loyalty and have recurring customers

## Competencies

- Communication & Presentation: Must have excellent communication (written and verbal) and confident presentation skills
- Interpersonal Skills: Excellent interpersonal and rapport building skills are a must. Must be able to interact with customers and build rapport.
- Product Knowledge: Understands TSS merchandise and the fandom, pop culture space.
- A 'roll up your sleeves and get it done' leadership style and marked by a high level of energy and attention to detail
- Comfortable operating in a matrix and constantly changing environment

## Education and Experience:

- Bachelors degree in any stream or an equivalent education background
- Has experience of 6 to 8 years in a similar role of a store manager
- Understand the metrics to be checked and calculated for the store revenues and incentives
- Has managerial experience in the past and is able to establish team policies and structures
- Understands good practices with visual merchandising and displays at stores and is able to anticipate and plan ahead.
- Highly driven, energetic and a team player
- Ability to and willingness to learn of the TSS culture , gain product knowledge and use it to their sales advantage

Note : Our hiring team will review your application and should we find your background to be a fit for this role, we will be in touch. If you don't get a response from our team within seven days, please know that your profile may not be a match for our current requirements. However, we appreciate your interest and encourage you to explore future opportunities with us :)

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