



WASSIM KAABIA

Retail Sales Manager | Sales Manager | Sales & Operations Specialist

Date of Birth 12 March 1988

Nationality : Tunisian

Doha, Qatar

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Professional Summary

Results-driven Retail Sales Manager with over 12 years of experience leading high-performing teams, optimizing store operations, and achieving consistent sales growth. Skilled in sales strategy, KPI monitoring, inventory management, and customer service excellence. Adept at training and motivating teams to exceed targets, managing budgets, and ensuring operational efficiency. Proven ability to build strong vendor and client relationships to maximize profitability.

Core Competencies

- Retail Store Management, Team Leadership & Decision Making
- Sales Strategy & Revenue Growth
- KPI Tracking & Performance Management
- Inventory Control & Stock Replenishment
- Customer Service & Satisfaction
- Staff Recruitment, Training & Coaching
- Budgeting & Financial Reporting
- Vendor & Supplier Management
- Forecasting & Merchandising

Professional Experience

Retail Sales Manager

MAGRABI Retail Group, Doha, Qatar | Dec 2016 – Present

- Lead retail store operations, overseeing staff scheduling, recruitment, and performance coaching.
- Implement sales strategies to achieve and exceed targets, ensuring consistent KPI performance.
- Manage inventory control, vendor contracts, and product availability to maintain operational efficiency.
- Prepare and monitor annual budgets, analyzing variances and initiating corrective actions.
- Build and maintain strong customer relationships to improve customer satisfaction scores.

Assistant Store Manager

MAGRABI Retail Group, Doha, Qatar | Mar 2013 – Nov 2016

- Managed staff schedules, conducted weekly meetings, and drove sales performance improvements.
- Handled escalated customer issues, delivering personalized solutions.
- Coordinated optical product sales, measurements, and prescriptions.
- Maintained accurate inventory records and processed daily cash deposits.

Technical Commercial / Direct Sales Executive

COTUNACE Insurance Company, Tunisia | May 2012 – Feb 2013

- Managed customer accounts, negotiated contracts, and provided customized insurance solutions.
- Conducted client needs analysis to deliver competitive proposals.

Education

Bachelor's degree in economics & management – Higher Commercial Studies
Institut des Hautes Études Commerciales (IHEC), Sousse, Tunisia – Jun 2011

Certifications

- Test devaluation de Français (TEF) – Jun 2022
- IELTS – Jan 2023

Languages

- Arabic – Expert
- English – Expert
- French – Expert