

**ASSISTANT BRANCH MANAGER**

**Job Title: ASST BRANCH MANAGER**  
**Reporting to: Consumer Head/Country Head**

<b>Purpose of Job</b>	<b>Key Job Accountabilities</b>
<p>Launch store 1 and grow the bottom line by attracting and retaining customers.</p> <p>1.Set up and launch of Kigali Store 1            2.Meeting and exceeding customers' needs and expectations;            3.The development and management of a motivated, empowered, and customer-centric staff; and            4.The development and continuous review of the branch business plan.</p>	<p><b>Pre -Launch operations</b></p> <ul style="list-style-type: none"> <li>- Coordinating set up of Kigali store 1 with the different stakeholders.</li> <li>- Coordinating store launch plans with project consultant</li> <li>-Developing the final store basket for the launch of store 1</li> <li>-Market Intelligence to support store strategy</li> <li>-recruitment and training of store personnel</li> </ul> <p><b>Post-launch operations</b></p> <p><b>Customer Service</b></p> <ul style="list-style-type: none"> <li>- Attract and retain customers through the provision of effective and efficient internal and external customer service delivery processes and execution by the shop team</li> </ul> <p><b>Retail Operations Management</b></p> <ul style="list-style-type: none"> <li>- Coordinate merchandise and display setup</li> <li>- Customer assistance and general service delivery</li> <li>- Accurate signage (aisle indicators, general store directions, entry, and exits)</li> <li>- Checkout of customers in a timely and friendly manner</li> <li>- Review of sales and expense results routinely</li> <li>- Provide weekly feedback on customer requests and market trends</li> <li>- Provide weekly summary reports/critiques following major events, promotional programs, and seasonally</li> <li>- Strict Compliance with safety and security guidelines and standards to ensure cash, customer, staff, and company assets safety</li> <li>- General administrative duties (security, alarms, utilities, general housekeeping, and staff presentability)</li> <li>- Timely shop and safe opening and locking</li> <li>- Daily safe money and bank slips reconciliation</li> <li>- Receiving and dispatching goods</li> </ul> <p><b>Shop Floor Management:</b> To ensure strict adherence to the shop operations procedures to ensure smooth floor operations and service to the customers</p> <p><b>Back Store Management:</b> To ensure FIFO standards, good stacking procedures, and stock holding levels are strictly adhered to.</p> <p><b>Cash Management:</b> To ensure constant cash safekeeping and daily store cash banking</p> <p><b>Advertising and Promotion</b></p> <ul style="list-style-type: none"> <li>- Assist in the development of adverts for special events</li> <li>- Evaluate the effectiveness of advertising</li> <li>- Develop promotional programs</li> <li>- Spend time with customers to promote sales</li> <li>- Create awareness to the customers about the current offers through special sales stickers, flyers, posters, and word of mouth)</li> </ul>

	<p><b>Procurement</b></p> <ul style="list-style-type: none"> <li>- Ensure goods ordering/replenishment is as per the company stock holding policy and the standard operating procedures</li> <li>- Ensure that ordered goods are delivered within the stipulated time by the direct suppliers</li> </ul> <p><b>Expires Monitoring and disposal:</b> Ensure close monitoring of goods aging report and a zero tolerance on expired products on the shop floor</p> <p><b>Staffing</b></p> <ul style="list-style-type: none"> <li>- motivate customer-centric employees</li> <li>- Training and development of customer-centric staff.</li> <li>- Time management, clocking in</li> <li>- Employee work scheduling</li> <li>- Performance management</li> </ul> <p><b>Company policy and procedures education and general dissemination</b></p> <p><b>Business development:</b></p> <ul style="list-style-type: none"> <li>- Identification of new business channels within the branch to increase sales</li> </ul> <p><b>Budgeting</b> (mainly of branch costs, staff costs, and sales projections) and monitoring of the same</p> <p><b>Communication:</b></p> <ul style="list-style-type: none"> <li>- To ensure immediate and accurate information flow within the branch and from branch to head office.</li> <li>- communicate to customers on policy issues regarding service and operational processes.</li> </ul> <p><b>Public Relations:</b> To ensure proper representation of the organization within the locality by ensuring good spokespersonship with all public quarters</p> <p><b>Stocktake:</b></p> <ul style="list-style-type: none"> <li>- Ensure the scheduled weekly cyclic counts are done</li> <li>- Quarterly stock count to ensure adherence to below 0.09% cost of actual sales shrinkage amount</li> </ul> <p><b>Market Intelligence:</b> Ensure the weekly market intelligence with our competitors is done to ensure the branch remains competitive</p> <p><b>Document Processing:</b></p> <ul style="list-style-type: none"> <li>- Ensure that all documents related to branch operations have been processed by the end of the day. This is in regards to cashier reconciliations, banking slips, receiving documents</li> </ul>
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**Key Performance Indicators**

- Branch strategy work plan: Monthly tracking of the branch targets and reporting of the same to Consumer head/Country manager
- Business forecast: Weekly monitoring of the projected vs. the actual sales to ensure quick remedial actions are taken in cases of slackened business performance
- Expense control budget: Monthly tracking of all branch budgets to ensure that the branch is within its set limits
- Daily data processing of received goods into the system to ensure stock levels data integrity for proper daily replenishment
- Monthly budget reports
- Weekly price comparisons with major competitors of our top 100 items
- Daily online receiving of goods documents within the system
- Daily tracking of outstanding goods orders with suppliers to ensure 100% delivery of goods
- Daily checks of the back store to ensure that the store management procedures are strictly adhered to
- Daily staffing headcount checks via the clocking cards and physical checks
- Weekly review of the staff reporting schedule to ensure a proper resource allocation.
- Monthly branch monitoring of shrinkage amounts (to be kept to below 0.09%)
- Monthly staff monitoring productivity i.e. Sales per employee
- Achieve the agreed key operations monthly targets i.e. Sales turnover of 100%, stock days of less than 21 days, Net margins (as per budget), and stock-outs of less than 1%
- 24 hours clearance of all accounts related to receiving documentation
