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Sales Manager - 120 Oxford Street

London, England, United Kingdom · 1 week ago · **13 people clicked apply**

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About the job

Job Description

SHIFTS YOU ARE APPLYING FOR: 38.75hrs p/w; Tue 09:00 - 17:15; Wed 13:15 - 21:30; Thu 10:00 - 18:30; Fri 13:15 - 21:30; Sat 09:00 - 17:15

To be a successful Sales Manager, you will lead and inspire your team to prioritise outstanding customer service and achieve performance targets. Every day will be varied, fast paced, challenging but ultimately rewarding. People are at the heart of what we do so your experience in leading, coaching and motivating a

15:12



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Sales Manager - 120 Oxford Street



Job ID 76316



Team Retail



Location London



Contract Type Perm



Job Schedule Full time



Salary from £29,372



Posting Date 03/07/2026



Apply Before 24/07/2026



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Retail manager



Lacoste

Shop Floor Manager

London Area, United Kingdom · 2 weeks ago · **20 people clicked apply**

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30K GBP/yr - 31K GBP/yr

✓ On-site

Full-time

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Your profile and resume
match the required
qualifications well



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About the job

Floor Manager

Location: 182 Regent St, London, United Kingdom

Salary: From £30,000 - £31,000 per annum

Vacancy Type: Permanent, Full time

About us:

At the crossroads of fashion and sport, Lacoste creates and liberates movement. Both universal and timeless, the brand transcends cultures and generations, elevating the crocodile as a rallying sign.

An iconic French brand present in nearly 100 countries, Lacoste stands out for its unique know-how in each of its areas of expertise, from garment factory to omnichannel distribution.

At Lacoste, elegance goes beyond style. This elegance guides all of its actions and its social and environmental commitments.

Working at Lacoste is belonging to a community of 8,500 employees on the move to build the future. Committed to making equal opportunities a reality and to revealing potential, the company brings together talents from all walks of life, embracing their differences.

Lacoste is one of the inspiring brands driven by passionate people within the MF Brands Group, alongside Aigle, Gant, and Tecnifibre (<https://mf-brands.com/>).

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Retail manager

**Responsibilities:**

- Team Leadership: Inspire and engage Sales Consultants, drive daily objectives, and maintain a vibrant store atmosphere.
- Operations: Oversee cash handling, till operations, stock replenishment, and store standards.
- Customer Experience: Share Lacoste's brand story, provide personalized service, and handle customer queries with confidence.
- Sales Growth: Apply Lacoste's selling techniques and monitor KPIs to achieve targets.

Reward and Benefits:

- Competitive Commissions Scheme
- 28 days annual leave entitlement inclusive of bank holidays
- Up to 65% off Lacoste products
- Employee Assistance Programme
- Uniform Allowance

Profile**A successful candidate will have:**

- Proven leadership experience in a retail environment, preferably within Fashion or Luxury sectors.
- Strong ability to inspire, coach, and motivate a team.
- Excellent communication skills, with a focus on customer engagement and satisfaction.
- The ability to maintain A results-driven mindset,

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Retail manager

**A successful candidate will have:**

- Proven leadership experience in a retail environment, preferably within Fashion or Luxury sectors.
- Strong ability to inspire, coach, and motivate a team.
- Excellent communication skills, with a focus on customer engagement and satisfaction.
- The ability to maintain a results-driven mindset, with the ability to meet and exceed sales targets.
- Committed to apply LACOSTE'S values (Play by Daring, Play with Elegance, Play as one Team, Play with Tenacity)
- The ability to maintain high store standards and create a positive, energetic atmosphere.

Equal opportunities

At Lacoste, we are committed to making equal opportunities a reality. Inherited from our unique vision of fashion-sport, equal opportunities move us forward and our recruitment methods follow this commitment by focusing on skills and embracing all types of talents. We commit to fostering a diverse and inclusive environment where elegance goes beyond style and where each of us is given the chance to fulfill our greatest potential.

To Apply

If you feel you are a suitable candidate and would like to work for Lacoste, please proceed through the following link to be redirected to our website to complete your application.

[Apply](#) [Save](#)

Assignment 2: Portfolio of Written Tasks

Student Name: Murtaza Hassan

Student ID: 2443255

Module: Employability and Career Development

Module Code: LCLM4005

Lecturer's Name: Konstantina Mari

Task 1 – Job Advert Comparison

I compared two retail management vacancies that matched the career direction I want to follow. The sales manager role at Next, 120 Oxford St, and the Shop floor manager role at Lacoste, 182 Regent Street. I choose these adverts because both positions are a step above my current sales assistant role at Koyo and represent realistic future career goals.

A key similarity is leadership. Next expects the sales manager to lead, coach and motivate a team, Babu Lacoste wants a floor manager who can inspire, engage, coach and motivate sales consultants. This shows that managers are expected to support employees as well as achieve business results. Leadership is therefore more than given instructions it involves creating a positive atmosphere and helping people perform well.

Customer service and communication are also important in both adverts. Next focuses on outstanding customer service and clear communication with people at different levels. Lacoste expects managers to provide personalised service explaining the brand and handle customer inquiries confidently. These requirements show you that managers need to communicate professionally with both customers and colleagues.

Another common requirement is commercial awareness. Next expects managers to work towards performance targets and understand commercial and operational activities. Lacasse requires the manager to use selling techniques, monitor KPIs and achieve sales targets. Both roles therefore require an understanding of how customer experience, sales and business performance connect.

The key skill I would develop further is leadership. My current role at Koyo has given me experience in sales, customer relationships and working towards commercial objectives, but I have not yet formally managed a team. In my future role I would need to delegate tasks, motivate colleagues, give constructive feedback and help team achieve targets. I can start developing this skill by asking for more responsibility at work, learning from experienced managers requesting feedback and completing leadership training.

This comparison also shows me that management requires a balance between people's skills and commercial responsibilities. A manager needs to understand that customer satisfaction and teamwork can affect sales performance. Recognising this balance gives me an idea of the responsibilities I want to take on and skills I need to develop.

Task 2 - Self-Assessment and Evidence of Readiness

A SWOT analysis is useful for understanding where I am now, what I need to improve and what could affect my career plans. The SWOT analysis can help people identify strengths and weaknesses and consider opportunities and threats when setting career goals, I have used this approach to assess my readiness for employment and personal advancement.

My main strength is my practical sales experience. I currently work as a sales assistant at Koyo, where I deal with retail customers support sales, manage relationships and help improve product visibility. This experience has given me a better understanding of customer needs and commercial platforms. I also have customer service experience from hotel Rafael, where I dealt with guests and inquiries. These roles have improved my communication ability to remain professional with different types of customers.

Another strength is that I have experienced different areas of business. At Blackmont consulting, I research potential clients and business opportunities and hoped with presentations. During my internship at the Coca-Cola Company, I supported research and analysis for the sustainability and corporate affairs team. These experiences develop my analytical thinking, teamwork and commercial awareness. My certificate of higher education in business at the University of Wales Trinity St David is also helping me connect what I learn in class with situations I experience at work. Employability involves more than simply having individual skills it also includes the ability to use learning and achievements in different situations.

My main weakness is my limited formal management experience. I have worked in sales and customer service and have worked as part of teams, but I have not yet been responsible for formally managing staff, coaching employees or reviewing their performance. This is important because both the next and the cost adverts ask for both leadership and the ability to motivate for coach teams. I therefore need to gain more experience and delegation, giving feedback and making decisions that affect the wider team.

A second area for development risk management level decision-making. I am comfortable making decisions within my current responsibilities, but a manager needs to consider sales targets, stock, customer experience, staff performance and operational priorities at the same time. I need more exposure to these responsibilities before I can confidently describe myself as a manager.

There are several opportunities that can help me improve. My current job gives me access to experienced colleagues and managers, so I can ask questions, request feedback and volunteer for additional responsibilities. I can also complete short leadership or management courses and use LinkedIn to learn about career paths and connect with regional professionals. My business studies are another opportunity because they're developing my knowledge of strategic communication and commercial decision-making.

One threat is competition for management Positions. Candidates who already have formal resource management experience may be stronger applicants for the same vacancies. I also need to consider that the retail sector changes quickly, meaning employers may expect managers to adapt to new customer expectations, technology and ways of working.

I believe I'm becoming ready for employment and personal advancement because I already have a combination of education and practical experience. My current sales role demonstrates that I can work in a commercial environment, communicate with customers and contribute to business objectives. My previous internship so that I can research, analyse information and work professionally, while my hotel experience demonstrates flexibility and customer service.

My mock interview also has given me use for evidence of readiness. I was able to discuss my experience, explained why I want to become a sales manager and present myself professionally. Performing well increased my confidence assured me that I can communicate my strengths in an interview situation. However, I also recognise that readiness does not mean I have finished developing. My SWOT analysis shows that I have a good foundation

but I need to build formal leadership experience. By using opportunities through my work, education I'm training, I can address my weaknesses and become better prepared for my long term career goal.

My experience also shows that I can adapt when moving different workplaces. FMCG cells and a large corporate organisation, so I have led to learn different expectations and ways of working. This adaptability is valuable because retail management can involve changing priorities and expand expected customer operational issues. I'm also willing to learn from feedback in my future career, I want to contribute to building on my existing strengths while being honest about the areas where I still need to get some experience. This should help me progress towards management.

Task 3 – Employment Goals and Personal Development Plan

My short term employment goal is to develop stronger leadership, decision making and team management skills within the next 6 to 12 months. This goal is important because my SWOT analysis identified limit management experience as my main development area my current sales role gives me a good foundation but I need to take on more responsibility before moving into management.

My long term goal is to progress into a sales manager, shop floor manager or a similar retail management position within two to three years. This aligns with mining trust in sales, customer service and commercial performance and with the type of roles I compared in task one. I want to build a career where I can achieve targets while also supporting and motivating other people.

My personal development plan is:

Development Area	Action	Timeline	Resources	Measure
Leadership	Take responsibility for small team tasks and learn from managers	3-6 months	workplace and manager feedback	increased responsibility and feedback
Management Knowledge	Complete leadership or management course	Within 6 months	Online courses and study time	certificate and improve knowledge
Decision Making	ask my manager for feedback and practise analysing sales situation	3-6 months	manager feedback and sales data	greater confidence and better decisions
Career Progression	apply for suitable supervisory all management opportunities	12-24 months	LinkedIn, employers are networking	interviews, added responsibility or promotion

I will review my progress every three months. Personal development planning can help people identify skills, set realistic goals, take action and review their progress. This will allow

me to adjust my plan as I gain experience and move closer to becoming a confident retail manager.

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