

Recruitment and Development of a Store Manager at Mango UK



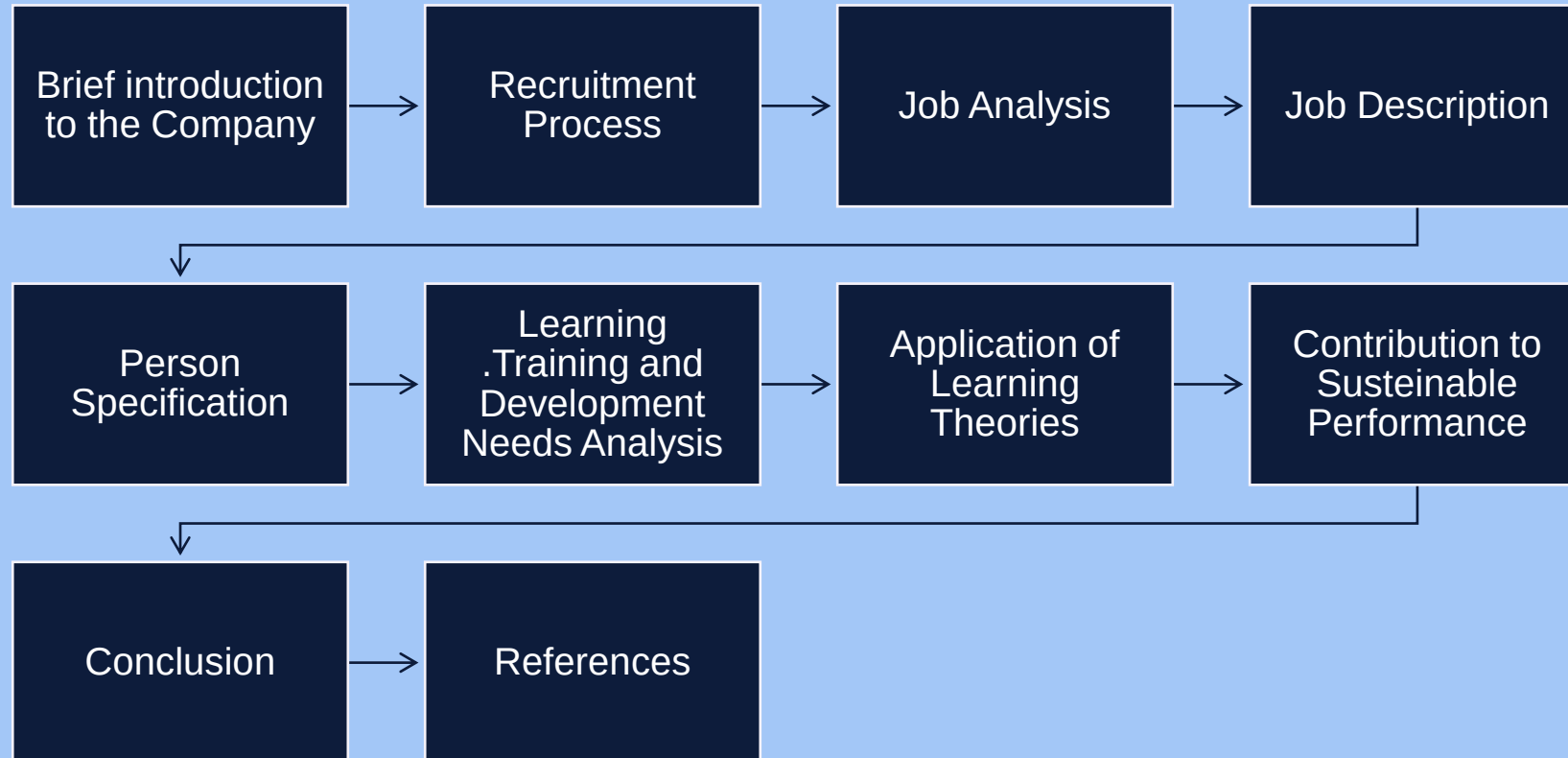
**MODULE NAME : DEVELOPING AND MANAGENING  
INDIVIDUALS AND TEAMS**

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# Content



***Brief  
Introduction  
to a UK-  
Based  
Company –  
MANGO***

- Mango it is a spanish brands born in 1984
- Trendy collection for women, men & kids with strong focus on sustainability.
- Over 100 stores across to country ,especially fast growth in London Scotland ,Northern Ireland and Wales.

Why Store Manager matters so much:

- They drive local sales
- Create great customer experiences
- Motivate the team and directly support Mango UK expansion.

## Job analysis:

### Method :

Observation ,interviews with current managers  
Sales customer satisfaction  
stock control.

### Importance :

Ensures role aligns with MANGO commercial goals in fast-paced UK fashion retail.

- **Key tasks :** Lead team exceed sales targets, deliver excellent customer service ,manage stock ,deliveries, maintain visual merchandising, resolve issues ,report to
  - District Manager.

## Job Description

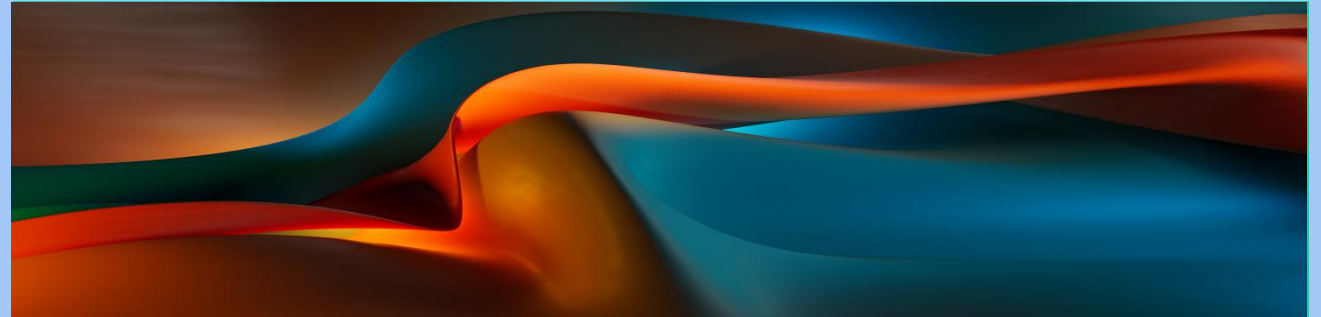
Position:Store manager

Reporting:District Manager

- **Responsibilities:**
- Lead and motivate team to archive exceed sales targets.
- Ensure highest level of customer service and atmosphere store.
- Visual standard and personal administration .
- Prioritise resources ,minimise costs,administration handle.

## Person Specification

- Essential Criteria:
- 1+years as Store Manager in fashion.
- Record exceeding sales targets.
- Flexibility work including weekend.



- Ø Strong leadership and team motivation skills.
- Ø Excellent customer service orientation
- Ø Passion for fashion
- Ø Knowledge of systems, commercial awareness
- Ø Commitment to Sustainability

# ❖ Learning Training and Development



- Recruited Store Manager with 2 years experience retail Assistant.
- Performance management kPI's sales in competitive market.
- Knowledge about brand MANGO merchandising for women .
- Soft skills :conflict resolution advanced customer handling,
- Purpose: Support Company to growth for example open more stores in 2026

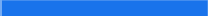
## ❖ **Application of learning theory**



- **Behaviourist theory :**
- **Uses reward to shape behavior**
- **Application immediate positive reinforcement for hitting daily sales targets, feedback on performance.**
- **Example : training simulations reward for excellent customers interactions desire behaviours.**

## **Cognitivist Humanist and experimental theory**

- Understanding ,problem solving ,information processing
- Workshops on analysing ,metacognition for planning
- Concrete Experience –Reflective observation-Active experimentation
- Post shift reflection journals conceptual learning on leadership theorys trial in own store.
- Role plays it is an example for team motivation real application in UK stores.



## Contribution to Sustainable Performance

- Development mechanisms
- Motivated individuals
- High-performing teams
- Customer loyalty/sales
- Performance management

## ***FOR MANGO UK***

- **WELL-DEVELOPED STORE MANAGERS**
- **SUPPORT 15 NEW 2026 STORES**
- **MAINTAIN BRAND IMAGE**
- **DRIVE REVENUE IN COMPETITIVE MARKET**
- **SUSTAINABLE SUCCESS (RETAIL WEEK, 2026)**





## ❖ CONCLUSION

- Effective recruitment (structured job analysis/description/specification)
- Targeted development (using Behaviourist, Cognitivist, Humanist theories)
- Ensures right talent and growth.
- Balance: Teamwork (collaborative targets, motivation)
- Individual work organisational efficiency, innovation , and smooth running.
- MANGO benefits: Strong leaders drive UK expansion and sustainable performance.

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## ❖ REFERENCES

- Drapers (2026) Mango to open 15 new UK stores in 2026. Available at: [Mango to open 15 new UK stores in 2026](#)
- Kolb, D.A. (1984) Experiential Learning: Experience as the Source of Learning and Development. Prentice Hall.
- Mango (2026) Careers – Store Manager Vacancies. Available at: <https://jobs.mango.com/es>.
- Retail Gazette (2026) Mango profits climb as retailer plans 15 UK store launches.
- Additional: Armstrong's Handbook of Human Resource Management Practice (for HR theories.)