

Muhammad Arie Hidayat

Assistant Area Manager | Retail Operations & Business Development

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PROFESSIONAL SUMMARY

Results-driven retail operations professional with 5+ years of progressive experience in multi-store management, team leadership, and business development across East Kalimantan and North Sulawesi. Proven track record of building operational systems from the ground up, including KPI frameworks, SOP audits, staff training programs, and inventory control, covering 5 retail stores and 155 employees. Successfully led a store grand opening project end-to-end as Project Manager. Recognized nationally for stock accuracy excellence. Combines analytical mindset with hands-on leadership to drive team performance and operational efficiency.

KEY ACHIEVEMENTS

- Ranked 2nd Nationally in MR.DIY Stock Take Incentive Rewards 2023, one of only a few stores to achieve the incentive target out of hundreds nationwide.
- Led Grand Opening of Toko Bintang Bitung (2025) as Project Manager, coordinated all departments from construction phase through operational launch.
- Built complete KPI evaluation system from scratch across 5 stores: 8 position-specific scoring files using binary (0%/100%) methodology, adopted as the standard area evaluation tool.

CORE COMPETENCIES

Multi-Store Operations | KPI Design & Monitoring | P&L Management | Team Leadership & Coaching | Retail Expansion & Grand Opening

Inventory Control & Loss Prevention | SOP & 5R Audit | Sales Analysis & Strategy | Training & Development | Visual Merchandising | Cost Efficiency

PROFESSIONAL EXPERIENCE

PT. Bintang Internasional - Toko Bintang

Assistant Area Manager

January 2025 - Present | Kalimantan & North Sulawesi, Indonesia

- Oversee 5 retail stores across 2 provinces (East Kalimantan & North Sulawesi) with 155 employees, ensuring all operations align with company standards and performance targets.
- Designed and implemented a position-based KPI system (8 scoring files, binary 0%/100% methodology) adopted as the standard evaluation framework for the area.
- Served as Project Manager for the Grand Opening of Toko Bintang Bitung, led cross-departmental coordination from construction through launch.
- Built complete operational reporting infrastructure: 5-store P&L templates, 12-month Google Review tracker across 10 stores, and attendance control system with TOP 5 performance rankings.
- Conducted regular internal audits (SOP, 5R, cash management, merchandising); updated SOPs to reflect actual field conditions.
- Performed inventory analysis using Pareto/ABC classification and lost sales identification to optimize stock levels.
- Produced cost efficiency socialization reports covering overtime, AC usage, manpower optimization, and a repair-before-replace asset policy.

PT. Dekoruma Niaga Sejahtera - Dekoruma

Assistant Store Manager

August 2024 - January 2025 | Samarinda, East Kalimantan, Indonesia

- Managed store sales targets through active monitoring of fast- and slow-moving stock to maximize revenue.

- Designed and maintained store layout and visual merchandising in line with company standards to enhance the customer shopping experience.
- Kept loss percentage below target through regular stock takes and structured loss prevention measures.
- Coached and developed store staff through weekly and monthly performance monitoring programs.

PT. Daya Intiguna Yasa - MR.DIY

Assistant Branch Manager

June 2022 - June 2024 | Sangatta & Bontang, East Kalimantan, Indonesia

- Ensured smooth business operations across assigned branches; achieved 2nd Place Nationally in MR.DIY Stock Take Incentive Rewards 2023.
- Formulated and executed sales growth strategies through customer experience improvement, marketing initiatives, and visual merchandising.
- Built and monitored daily, weekly, and monthly operational plans to maximize branch performance.
- Developed staff through a structured continuous coaching program on a weekly and monthly basis.

PT. Triditia Jaya Indonesia - Kopiria

Area Manager

April 2021 - June 2022 | Samarinda, East Kalimantan, Indonesia

- Managed multi-unit F&B area operations effectively and efficiently to support business achievement.
- Controlled and analyzed COGS and OPEX across all units to maintain profitability targets.
- Designed and executed people development programs focusing on sales strategies, customer behavior, and service excellence.

Sayuryur - Vegetable Delivery Business

Founder & Owner

May 2020 - October 2023 | Samarinda, East Kalimantan, Indonesia

- Founded and operated a direct-to-consumer vegetable delivery business for 3+ years, managing supply chain, warehouse operations, packing, and last-mile delivery.
- Planned and executed digital advertising campaigns on Facebook and Instagram to drive customer acquisition.
- Managed customer complaints end-to-end and maintained high service standards through systematic resolution processes.
- Evaluated operational costs and implemented resource allocation improvements to sustain profitability.

PT Eramart Group

Management Trainee

June 2020 - October 2020 | Samarinda, East Kalimantan, Indonesia

- Completed an accelerated on-the-job training program developing leadership and managerial competencies across retail operations.
- Monitored daily operational efficiency covering sales performance, inventory management, promotions, and customer service.

PT. Aminco Jaya Pratama

Admin - Contractor Projects

September 2019 - February 2020 | Melak, East Kalimantan, Indonesia

- Managed administrative tasks, prepared operational reports (daily, weekly, monthly), and processed project invoices.
- Supervised contractors in executing their duties effectively and in compliance with project requirements.

EDUCATION

Universitas Mulawarman (Mulawarman University)

Bachelor of Management (S1 Manajemen) | GPA: 3.27 / 4.00

TRAINING & PROFESSIONAL DEVELOPMENT

- Operational on Detail - Foodizz (April 2022)
- Digital Marketing Bootcamp - MySkill (January 2021)
- K3 Basic Factory (Workplace Safety) - REWATA Consultant (April 2020)

SKILLS

Leadership & Soft Skills: Team Leadership, Coaching & Mentoring, Communication, Negotiation, Problem Solving, Analytical Thinking, Time Management

Retail Operations: Multi-Store Management, KPI Design, P&L Analysis, Sales Strategy, Inventory Control, Loss Prevention, 5R Audit, SOP Development, Visual Merchandising, Grand Opening Project Management

Tools & Platforms: Microsoft Excel (Advanced - Pivot, VLOOKUP, automated charts), Google Workspace (Docs, Sheets, Slides), Canva, Facebook Ads, Instagram Ads, POS Systems

Languages: Bahasa Indonesia (Native) | English (Actively developing for professional use)

Kepada Yth.
Kepala BPJS Ketenagakerjaan
Di tempat

Perihal : Surat Pemberitahuan Karyawan yang Berhenti Bekerja

Dengan Hormat,

Berikut ini kami informasikan bahwa :

Nama : *M Arie Hidayat*
NIK : *32206062*
Jabatan : *Assistant Branch Manager*
Periode Kerja : *13 Juni 2022 s/d 15 Juni 2024*

Telah berhenti bekerja dari *PT. Daya Intiguna Yasa*, terhitung sejak *15 Juni 2024*.

Demikian kami sampaikan, atas perhatian dan kerjasamanya kami ucapkan terima kasih.

Jakarta, *15 Juni 2024*

PT. Daya Intiguna Yasa



Edward Bilardo

HR Operation & People Sr. Manager

SURAT KETERANGAN KERJA

No : SK-006/HR-Dep/IV/2022

Yang bertanda tangan dibawah ini, Reza Iskandar – Human Resources Departement CV. Triditia Jaya, yang sekarang berkedudukan di Jl Ade Irma Suryani Ruko No. 198B, Sungai Pinang Dalam, Kota Samarinda, Kaltim. Menerangkan dengan sebenar-benarnya :

Nama : M.ARIE HIDAYAT
NIK : 6472050707970001
Jabatan : MANAGER AREA SAMARINDA

Menerangkan bahwa nama diatas, benar bekerja di PT.Triditia Jaya Mulai 27 April 2021 s/d 10 Juni 2022.

Demikian surat keterangan kerja ini diberikan dan dibuat dengan sebenar-benarnya, agar dapat dipergunakan dengan sebaik-baiknya.

Samarinda, 06 Juni 2022


Triditia
HEAD Reza Iskandar
Human Resources Departement

Our Brands :

KOPIRIA

MIERIA

CHICKAGO

