

From Learning the Floor to Leading the Area

abd hakim



Muhammad Abd Hakim stands confidently on a modern telco retail floor in his official Area Manager attire, observing daily store operations alongside retail team members in a sleek, vibrant environment featuring signature orange and charcoal corporate tones.



Hakim actively works side-by-side with the retail staff at Berjaya Times Square during the busy iPhone launch, experiencing firsthand how team members prepare for high customer traffic, serve shoppers, and coordinate efficiently under intense pressure.



Hakim collaborates closely with branch colleagues to establish consistent opening routines, properly configured demo devices, and focused morning briefings during the launch of the U Mobile Experience Centre at Dataran C180 in Cheras.



A striking operational view highlights key retail metrics where walk-in traffic decreased following the soft-opening period, yet conversion rates and postpaid Gross Additions surged significantly through dedicated staff pitching, visual aids, and daily sales huddles.



Hakim coordinates a structured management cadence across four distinct branches, utilizing daily huddles, a dedicated afternoon progress review, twice-weekly sessions with branch PICs, and monthly one-to-ones to spot performance gaps early and provide targeted coaching.



A clean, executive business scorecard clearly displays cumulative achievements against targets from September through late November, highlighting strong postpaid and broadband results alongside customer satisfaction figures from numerous positive Google reviews.



Hakim reviews detailed branch data and coaches a branch Person-In-Charge, focusing intently on closing remaining device gaps, improving Device Care attachment rates, and utilizing walk-in and conversion metrics to drive future success.



Hakim reflects on his transformative journey from learning the retail floor to leading an entire area, committing to continuous floor presence, proactive branch PIC development, and making proven operational practices repeatable across all locations.



Scene 9 content



Scene 10 content