

GEMMA HART

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Mrs Fiona Bell
Regional Manager, North
Hartwell & Green
Head Office, 1 Park Square
Leeds LS1 2NE

Dear Mrs Bell

Application for Store Manager, Harrogate

I am applying for the Store Manager role at your Harrogate store. I have nine years in fashion and homeware retail, and for the last four I have run Larkfield Home's £3.2 million store in Leeds with a team of 22.

In 2025 my store grew sales by 9% against a regional average of 3%, mainly by moving more staff to weekends and building stronger seasonal displays. I also cut stock loss from 1.8% to 1.1% of sales by tightening delivery checks and training the team on them.

I recruit, train and appraise my own team and have promoted two sales assistants to supervisors. Hartwell & Green's reputation for developing store managers from within is a large part of why I am applying, as I would like to grow towards an area role.

I analyse weekly sales and stock reports and agree actions with my area manager, so I am used to reporting clearly against targets. My CV is attached, and I would welcome the chance to visit the Harrogate store. Thank you for considering my application.

Yours sincerely

Gemma Hart