

First Name Last Name

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RETAILING SPECIALIST

Strong background in setting up and heading Operations of Retail stores in congruence with market potential

Synopsis

- Committed and competent retailing specialist with over 13 years of career success in driving retailing initiatives with reputed retail chains.
- Core competencies in managing cluster of retail stores with creative strategic inputs to generate desired growth and profitability levels.
- Professionally matured in identifying potential markets, finalizing store space and managing job slots to run store operations efficiently.
- Have substantial experience of Operations floor handling, people management and relationship management
- Proven capabilities in conducting training sessions for team members to upgrade their skill sets.
- A prolific team leader and a natural motivator having ability to build a cohesive unit of performers.
- Known for developing and executing innovative corporate policies and procedures. Proven track record of increasing revenues, streamlining workflow and creating a team environment to increase yield.
- Excellent leadership skills, thrive in both independent and collaborative work environments
- Strong hand in effective resource planning for optimizing utilization for maximum productivity
- Hands on experience in recruitment and selection processes.
- Well organized, thorough in planning using suitable automation tools; conversant with computer based system.
- Excellent communication skills, written and verbal, capable of making effective and convincing presentations of thoughts and ideas.
- High positive attitude, adaptable to demanding situations
- Strong intuitive power, farsighted, with clear vision and thoughts.

Key Competencies -

Retail Stores Operations & Admin

Feasibility Studies

Product Sale/ Indoor Displays

Sales Promotion

Recruitment/ Training

Strategic Planning

Cross Functional Coordination

Concept Selling

Strong Interpersonal Skills

PROFESSIONAL EXPERIENCE:

Reliance Entertainment Ventures Pvt. Ltd. (BIGFlix), Reliance ADAG

Apr 2008 – Present

One of the largest movie rental companies with strong presence across 10 major cities in India with Delhi being the leader in member acquisition.

Cluster Manager

- Providing administrative leadership across eight operational stores in Delhi/NCR region to ensure smooth operations. Analyzing expansion needs of the stores & providing comprehensive reports to sr. management.
- Contributing creative promotional inputs to enhance sales & profitability. Structuring annual operational budget and implementing control measures to contain expenses within defined limits.
- Leading and guiding store managers / assistant store managers and monitoring their performance to help them in exceeding performance benchmarks.
- Identifying potential markets and selecting ideal space to roll out new Retail BIG Flix Outlets.
- Engaging reliable housekeeping and security agencies on most competitive terms.
- Recruiting, training and deploying Store Managers, Assistant Store Managers, Store Associates and keeping their skill levels up-to-date. Ensuring 100% compliance with company standards, VM & SOP.
- Maintaining cross functional coordination to ensure smooth Store Operations.
- Ensuring total compliance with all statutory provisions relating to operations of retail stores.

Spencer's Retail Limited

Aug 2007 – Mar 2008

A highly ambitious retail chain branded as 'More for you' with presence in major commercial centres in the country covering Pune, Mumbai, Ahmadabad and Delhi.

Store Manager

- Managed overall operations of the store with final accountability for its growth and profitability.
- Exceeded sales target consistently by effectively driving innovative marketing and promotional initiatives- Loyalty program, in-store promotions etc.
- Defined job allocations for the stores staff and evaluating their performance to enhance their productivity.
- Mapped stock levels and raising indents for arranging replenishments.

- Promoted cross sale with effective training inputs. Arranged systematic product displays to better visibility and customers' convenience. Conducted training sessions for new recruits on the company's SOPs.
 - Attended specialized training programmes in retail operations conducted by professional corporate trainers of Aditya Birla Retail Limited.
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Subhiksha Trading Services Ltd

Aug 2005-Jul 2007

A reputed Chennai based Retail chain Company operating more than 140 Super markets since 1997, now embarking on major expansion in other metro cities.

Retail Outlet Manager

- Identified and finalized stores space in Delhi and NCR as a part of expansion programme.
 - Mapped potential customers profile, conducted feasibility analysis to capture essentials of consumer behaviour.
 - Managed all the operations of the store and streamlined all functional disciplines.
 - Effectively Implemented loyalty program, in-store promotions and other market initiatives.
 - Ensured complete safety and security of the store ensuring compliance with company's SOPs.
 - Systematically maintained entire documentation covering - department wise sales, stock, cash deposits, category wise sales data for products and complete data of schemes.
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Heartland Delhi Transcription & Services Pvt. Ltd., New Delhi

Aug 1999-Jul 2005

The company holds credentials of being Pioneers in Medical Transcription.

Sr. Quality Analyst/Training Manager

- Structured client specific presentations and effectively managed all the major accounts. Achieved accuracy levels as per the SLA (Service Level Agreement) of the company and enhanced credibility of the company.
- Successfully trained a batch of 50 people, inducted into production afterwards.
- Commenced service as a Trainee in 1999 and secured regular promotions in appreciation of outstanding performances.
- Established credibility as a consistent performer.

Toshali Resorts International Ltd., Malviya Nagar, New Delhi

Jul 1995 - Jul 1999

A company with operational resorts in Puri and Shimla.

Indoor Sales Consultant & Sales Manager

- Recruited, trained and deployed a team of 20 consultants and directed their efforts to generate maximum productivity. Provided motivational inputs and kept the team members fully charged up to exceed performance benchmarks.
 - Acquired competencies in concept selling and built up a strong network of satisfied customers.
 - Planned and implemented promotional initiatives like road shows, customer meet, trade exhibitions etc. and generated strong customer prospects base.
 - Established credibility as a consistent performer and overachieved the targets most of the times. Joined in as an Indoor Sales Consultant and received promotion to the post of Sales Manager within in eight months.
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EDUCATION:

- Bachelor of Arts from Delhi University.
- Diploma in basic Computer Applications from ISCT, New Delhi.

TRAININGS ATTENDED:

- Workshop on "Selling Skills."
- Training on "Basic Retail Concepts."
- Six months' duration extensive training program of Medical Transcription from Heartland Delhi Transcription Services.
- Corporate training for retail operations with ABRL and successfully completed an OJT in Pune.

Date of Birth: 19 Nov 1974