

Name: SARANRAJ

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Career Objective

Intend to build a career in challenging environment and work hard to contribute to the growth of the organization. Looking forward to an opportunity where I can utilize my skills in contributing effectively to the success of the organization.

Academic Qualifications

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| --- | --- | --- | --- | --- |
| Degree/  Certificate | Specialization | School / College/ Board/  University | Year of Passing | Percent% |
| PGDFT | FDDI  UNIVERSITY | FOOTWEAR DESIGN AND  DEVELOPMENT INSTITUTION,  CHENNAI. | 2014 | 81.00 |
| M.SC (FT) | MEWAR  UNIVERSITY | FOOTWEAR DESIGN AND  DEVELOPMENT INSTITUTION,  CHENNAI. | 2014 | 81.00 |
| B.COM(CA) | BHARATHIYAR  UNIVERSITY | HINDUSTHAN COLLEGE OF  ARTS & SCIENCE,  COIMBATORE. | 2012 | 65.07 |
| 12TH STD | MATRICULATION | BHARANI PARK  MAT.HR.SEC.SCHOOL,  KARUR. | 2009 | 75.00 |
| 10TH STD | MATRICULATION | S.S.V. MAT.HR.SEC.SCHOOL,  SIVAGIRI,  ERODE. | 2007 | 51.60 |

Work Experience

* **NIKE** Retail as a FASHION CONSULTANT from JAN 2014 to JUNE 2014 Chennai - FOR **RJ CORP LIMITED**-**GURGAON**.

From this period learned things like How to handle store to achieve targets by the helping of topics like-

1. BACK STORE- Stock availability, How to refill the stock as per sales done, which article is not moved/sold- Informing to higher officials, Easy arrangements to find out the correct articles to Avoid wasting customers time, Fire & safety , etc.
2. FRONT STORE- Visual merchandising ,Props like table cycle etc for front store decorations, mannequins dressing , Arrangements of shoes,Apparel , Feathering, show glass cleaning, stuffing,floor cleaning by housekeeping daily etc.
3. CASH COUNTER- Report Generation, Product Availability, Stock in - out, Divide Target to Fashion consultant/sales persons, Target achieved, Back lock monthly report, FC/Sales person motivation ,Target Review compared to before months and also sales persons , ABS, ABV ,MTD, SALE Arrangement of systems ,printers , billing m/c, E swipes, as per our convenient as well as customers to swipe, customer data book and Feedback, Enquiry etc.
4. CUSTOMER SATISFACTION- Greetings- customer needs- Not satisfied divert to other product like cycle process ,Footwear, Apparel, Accessories-technology used in product- brand awareness- conversion of sales by communication - conversion of walking to sales etc.

* **SRI MOOKAMBIKAI PACKS** as a ADMINISTRATIVE OFFICER from JULY to DECEMBER 2014. Karur.
* **SRI BHARANI CARTON** as a ADMINISTRATIVE OFFICER from JAN to JUNE 2015. Karur

From this one year I have learned Management process, Salary Payment, Outsourcing, Merchandising, Quotation, Production, Purchasing, Time study, Sales , Target, Packing and Delivery, Product knowledge,Customer Handling etc.

* **Puma** as a **Store Manager**- **Salem** , from Aug 2015 to Dec2015 FOR ECHELON ENTERPRISES - CHENNAI

In this period, I have Experienced How to Handle Store As well as Staffs By Running a Firm in Profitable way.

**My Profile Summary and Key Responsibilities are:-**

* Have to Maintain Store Inventory as per stock holding capacity/Values and as per potential of the Market Values by stock allocation, Segregation/ division / Product etc..
* As per Sell through Need to Refill the Stock As per Market Liquidation/and Brief about Target Vs Achievement/Motivation/Strengths of Retail and Business ethics/plan /Knowledge/Product Knowledge etc to get More Profitability.
* Target Need to Knowledge to the staffs to get more sale according to the Walk-ins by conversion /Add on selling/ up selling/ cross selling of the customers.
* Making/Covering/Attracting customers as Soft spoken to get/Buy our product to get Repeated Walk-in as well as New of their friends Families to increase Sale.
* Customer Handling/Liquidation as per Seasonal Period Stocks/Customer Data.
* Billing/Purchase/Discrepancy/Quality/Cash Handling/ Staff Quality.

* **ADIDAS** as a **Territory Sales In charge** - **South Region (KARNATAKA)**,

from DEC 2015 to JUN2016. FOR **GOODWILL ENTERPRISES**

**My Profile Summary and Key Responsibilities are:-**

* Target Allocation By Store wise.
* Store wise Target Vs Achievement.
* Market Research / Buying Potential / Market Potential.
* Business planning By store wise as well as Bottom line and Front Line Targets.
* Stock Purchase/ Allocation as per store/Market potential. Planning/Margin/ Profit &Loss /cash flow/Store Renovation / New Store Planning As per Finding out New Market.
* Incentive Scheme and Offer Scheme planning without Affecting Bottom line Target as per Margin Strategy.
* Monitoring Sales & Discount outflow/Coupons in Daily/Weekly/Monthly basis by Product wise & Division wise in Liquidation Motive to Get Cash flow to run the business in sweet ways.
* Handling and Monitoring Operation/Procedures/Discount/Costing/Inventory/ Seasonwise &Yearwise Stock/Store wise Profitability/Area Wise comparison of Competitors.
* Liquidation as per Low sellthrough & High Sellthrough/ Aging Analysis.
* Financial Target Vs Achievement/Till Date Achievement As per Profit line/Growth/ Growth Percentage Strategy/Comparison of Last year Values in Current or Till Day Sale numbers or Profitable Ways etc,..
* **UNITED COLOURS OF BENETTON / PEPE JEANS / PETER ENGLAND / GLOBAL DESI** **- as a** **MANAGEMENT INFORMATION SYSTEM (MIS)** –

**COIMBATORE (TAMILNADU)** , from **JUL 2016 to CURRENT PERIOD**, FOR **TRIANGLE FASHION CLOTHING.**

**My Profile Summary and Key Responsibilities are:-**

* Business Projection as per Trending Shows for the Season with profitability measures.
* Profit & loss workings as per Mode of Business (Wholesale buy & sell/Commission/ROI,.etc) With the help of P&L can view the business merits & demerits and can solve as per taking right Decisions.
* Considering Marginal Profit & Plan accordingly for BUSINESS GROWTH.

**MY JOB HINTS BELOW:-**

* RENT-CAM- SALARY- EB- CREDIT CARD COMMISSION- STAFF WELFARE - R&M- PROMOTION-ALTERATION – PRINTING&STATIONARY – REVENUE SHARE - SECURITY DEPOSIT- DISCOUNT ANALYSIS – SQFT RATE- COGS – GST TAX ANALYSIS.
* INVENTRY CARRYING COST (RESIDUAL) –REALISED SALE & NET SALE – FASHION PRODUCTS LIQUADATION & CORE PRODUCTS LIQUIDATION- SEASON WISE STOCK AGING ANALYSIS & SELLTHROUGH ANALYSIS.
* STAFF PERFORMANCE (DAY WISE/WEEKWISE/MONTHWISE/YEAR WISE) –TARGET VS ACHIEVEMENT (FRONT LINE TARGET / BACK LINE TARGET) – TRENDING GROWTH ANALYSIS – MONTHWISE SELLTHROUGH ANALYSIS SEASON WISE.
* STOCK BUYING AS PER BUDGET & SELLTHROUGH MADE IN LAST SEASON WITH THE GROWTH VALUES – PROJECT ESTIMATION WITH CONSIDERING (STORE INTERIORS/MANIQUENS/STORE LAYOUT/ SQFT/FIXTURES/STOCK/YEAR WISE STORE OPEX/ CASH FLOW)
* TAKING CARE OF AUDITING (SHORTAGES-DEFECT APPROVALS-MANUAL BILL APPROVAL- REPORTS (L2L GROWTH/MTD&YTD GROWTH).
* DEALING WITH BRAND PEOPELS FOR NEW PROJECTS -MARKETING ACTIVITY / MARKET STERTAGY - BUYING POWER OF AREA & PEOPLE.
* STOCK DEPTH ANALYSIS / OLD SEASON LIQUIDATION WITH MINIMUM MARGIN %/ INCREASING MRP SALE CONTRIBUTION.

Academic Project

* Project of component based of insole.
* Project of closing based on Top line treatments & seam.
* Project of designing based on own designs of oxford, derby, court shoes, moccasian, etc
* Project of lasting department based on five pair of shoes.
* Project of shoe last.
* Project of shoe manufacturing and management of company.
* Project of carton box.

IT Skills / Computer Proficiency

* Basics in MS Office / Retail POS software / Wonder soft E-shopaid / ETP / shopper / Genesis.

Internship

* KUNZ SHOE LAST DEVELOPMENT Pvt. Ltd, SRIPERUMPUDUR.

-------10 DAYS TRAINING--------

* ENCO SHOES -- VELAPPAN CHAVADI, POONTHAMALLI, CHENNAI.

---- 1 MONTH TRAINING----

Hobbies/Co-curricular Activities

* Playing Football, Racing Bike.

Strength

* Efficient in group.
* A practical mind to imagine and understand easily.
* Ability to learn quickly.
* Able to work under pressure
* Flexible *for working in Night Shift*.

Language Known

* READ- Tamil,English
* WRITE- Tamil,English
* SPEAK- Tamil,English, Hindi

Personal Profile:

SEX : MALE

BLOOD GROUP : O +VE

NATIONALITY : INDIAN

RELIGION : HINDU

I hereby declare that the above information’s furnished are true to the best of my knowledge.