# GURUDATH

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##### Professional Objective

* To build a challenging career in Retail by synergizing customer needs and organizational objectives.

##### Professional Summary

* Over 18 years of experience in Retail Operations with a track record of Store management EBO’s, Large format, Value format, Discount format stores and the Backend Retail Operations.

**Key expertise**

* Store Management
* Backend Retail Operations
* SOP Audit and Implementation
* Training
* Maximizing Top and Bottom line
* People Management
* Visual Presentation
* Marketing Initiatives
* Retail Space Management
* Franchisee management
* Customer focused
* Negotiation and Execution of Institutional and Clearance Sales

**Key skills and attributes**

* Communicator – Influential with written, verbal and presentation skills
* Self-Starter – Experienced at becoming productive in new environments quickly
* Team Leadership and Coaching – Well developed interpersonal, leadership and coaching skills with the ability to build relationships quickly
* Positive Thinker – Ability to sustain and support positive work environment
* Achievement Oriented
* Driving towards High Performance
* Ability in problem solving
* Self-confidence and commitment oriented
* Possess good working knowledge of Retail Operations

**Key achievements**

* Honored with the prestigious award of Madura Fashion & Lifestyle “**Retail Oscars”** under ARM category
* Honored with Annual Functional Award for FY-15
* Honored with a Champion award for FY-09
* Scored 90% in Mystery Audit at cluster level which is an industry high for FY-13
* Successfully managed Large format retail business of 22000 sq.ft
* Successfully launched the Stores across country includes Locating, negotiating, commercials and smooth launch of stores
* Successfully audited and implemented SOP across all the Large format stores
* Successfully organized training on Store Operations, VM, Product, Customer Service, Fashion & Styling, SOP, firefighting, grooming and communication skills
* Successfully provided Visual Merchandising display standards consistently
* Successfully executed 100 + institutional and Exhibition sales in major cities across India

**Professional Trainings / Certifications:**

* Retail course at People Skills Inc.
* 7 Habits for Managers at Franklin Covey south Asia
* Business Communicator
* Communication Skills for Leaders

**Education:**

* Bachelor of Commerce - B.com – Bangalore University
* MBA – Marketing - Karnataka State Open University

**Work Experience:**



**Retail Operations:**

* Heading the Retail Business of Large format Retail store of 22000 sq.ft., Value channel and Backend Retail Operations of EBO’s of 175 stores nationally
* Leading a team of 80 members by delegating the work appropriately, effectively in focusing and increasing Retail KPI’s
* Ability to support and sustain a positive work environment that fosters team performance, ensure discipline and by controlling attrition
* Tracking the team performance on a routine basis includes target performance and retail efficiency
* Ensure optimum utilization of resources to achieve revenue & profitability
* Audit compliance of Stock, VM, ARM and SOP. Well preparedness on Mystery audit along with action plans
* Ensuring the management policies, guidelines & SOP’s are adhered by all the employees in the store
* Ensure the store operates best practices in terms of health, hygiene, safety, security with available statutory licenses
* Maintain safe working conditions for employees & customers by implementing store emergency management process
* Exploring to new geographies in mapping new markets for Retail expansion in negotiation with Landlord & Franchisees
* Monthly business review with Mangers on MOM growth, productivity, competitor analysis, Audit ranking, Promotional analysis, training, P&L of the store
* Negotiation and tie up with corporates in executing the Institutional and Exhibition sales across country by conducting Campus sales in 100 + companies at all the major cities

**Retail Finance, MIS & Analysis:**

* Budgeting the store operating cost on a annual basis and Maintain the same with the set budgets on a monthly basis
* Optimizing cost in negotiations with vendors and a strict control on operating expenses with in the specified Budgets
* Monitor & Controlling the operating expenses to ensure the store is properly maintained and to meet the high standard
* Preparing financials for new stores includes sale projection, expenses, depreciation, working capital, P&L
* Analysis on product , space to product, KPI’s, Stock cover report, Sell through report, Vendor card report, competition, Promotion analysis and the weekly performance report in order to execute the plan of action
* Meet all reporting schedules to ensure accuracy of information reviewing the qualitative and Quantitative report

**Retail HR, Training & Development:**

* Responsible for manpower recruitment & induction for Department Managers, Supervisors & customer care associates
* Accomplished in Training, Motivating and mentoring associates to provide a high-level of customer service
* Motivating & developing the staffs by conducting team building activities
* Evaluate the performance of the Managers, recognizing & rewarding the superior performer
* Providing Career opportunities to the performers within the organization by conducting Workshop to get through with an internal process of LERA
* Monthly performance management system in evaluating the performance of all the managers

**Merchandising & Inventory Management:**

* Looking after proactive, Reactive Replenishment and by maintaining the base stock in core merchandise
* Ensure Seasonal launch of merchandise as per theme & storey in line with VM standards
* Coordinate between the buying & retail team to understand on merchandise for the forthcoming season
* Instructing the Warehouse on daily basis, which includes guiding in pulling stocks in terms of style/colour/size ratio
* Interaction with the buyers, suppliers & warehouse on the update of stocks
* Strong Inventory Management executed global count on routine basis
* Clearing ageing stocks by providing discount, liquidating through clearance sales that includes broken’s & non-sellers
* Creating and maintaining of stock norms, Analysing demand for a product managing supply chain and inventory

**Marketing Initiative:**

* Planning, co-ordinating, Executing, evaluating Marketing and promotional campaigns in order to increase footfalls
* Initiated marketing activities to increase footfalls like Bike Brigade, Look Walker, Bus shuttle, Flyer distribution, Hoardings & Mobile display
* Rolled out the initiatives in tie up with clubs, Mission happiness and Colour co-lab

**Customer Focus:**

* Build and sustain customer focused store culture to facilitate a pleasant shopping experience
* Identifying the customer needs, addressing the grievance, queries and retaining customers by delivering delightful shopping experience
* Conducting Customer Survey through questionnaire to understand the customer need and POA in delivering the same
* Direct Customer relations & business development from local markets including Corporate & SME’s

**Visual Merchandising:**

* Designed the layout in order to create attractive merchandise presentation, Color block, Window Props, Lighting resulting in increased store traffic and getting customer to visit multiple departments
* Displaying the merchandise according to theme, category, storey, colour and size
* Ensuring merchandise and display standards are met by executing the set planogram
* Ensure the windows are looking as per the theme, cleaned mannequins, co-ordinated with props and accessories
* Hot spots & Focal points are maintained as per theme with layering and styling of mannequins
* Innovative display method by hanging & stacking as per storey, colour block and optimum utilization of fixtures
* Ensure the store internal collaterals are in place like directory, navigational signage’s, zoning, departmental signage’s, price signage’s as per VM standards
* VM initiative in setting up a model store, training the team in rolling across the stores