**Ravindran**

**Ravindran.309311@2freemail.com**

**Highlights of Qualifications**

20 years of experience in retail industry with skills to drive business growth, capitalize on new revenue potential and manage all aspects of the business operations; Exceptional leadership, organizational, communication, interpersonal, analytical, and problem resolution skills; thrive in both independent and collaborative work environments; Dynamic, result oriented, dedicated and self-motivated team player/builder.

* Leadership, People management, Training &Coaching, Project Management
* Budgeting, Financial management, Market research & Competitor Analysis
* Performance Management, People development &Succession planning

**IKEA Dubai Store builds up (Worked for two IKEA Store Build ups)**

* Led the sales team in the store build-up 2005; Established Add- on Sales department.
* Project team leader in IKEA Dubai City Centre Store Build-up in 1995

**IKEA Range presentation & Trade Fares**

* Represented IKEA Dubai for the range presentation in Sweden in 2005, 2007 & 2008
* Participated in the annual trade fares in China, Dubai and India for range selection.

**Market Study Egypt**: **Feasibility Study on the Opening of IKEA in Egypt (North Africa)**

* Conducted the Competitor monitoring and market research for new Store opening.
* Compiled Territory Penetration Plan of Egypt: Customer behavior towards furniture retailers, buying behavior and disposable income study of potential customers
* Presented the Commercial brief to the IKEA Board of Directors &Senior Management on survey results for approval with IKEA of Sweden

**Clas Ohlson Store Dubai, UAE**

* Opened the 1st Store in Dubai, leading the store team along with the concept build-up team from Sweden& UK and set up all store routines and standards. Responsible for the entire recruitment.

**Pan Emirates Furniture (UAE, Qatar, Oman and KSA**)

* Re launched and established the home furnishing accessories departments in all Pan Emirates stores in the Middle East; formulated new product pricing strategy to enhance mechanical sales and improve overall customer shopping experience.

**Work Experience**

**Clas Olson, Dubai, UAE** January–August 2014

**Retail Store Manager**

* Overall responsibility for store operations. Maximize sales and commercial opportunities through the delivery of best practice customer service, store lay-out strategies/conceptual standards, store merchandising and business strategy.
* Develop and implement business plan, budgets and advertisement budgets in conjunction with regular analysis of store reports. Manage P&L performance of store.
* Responsible for workforce planning and management, contracts and adherence to employment laws and HR strategies, People development, management, disciplinary and grievance procedures.
* Display exemplary leadership skills that contribute to the positive team environment’ Recruitment, training, and employee performance management
* Adhere to company procedures relating to security, health and safety& cash handling; Identify the gap in the product range in line with customer’s expectations and the competitors and ensure commercial and functional products are introduced
* Plan and implement Commercial calendar and marketing budgets, execute advertisement activities to maximize sales throughout the year.

**Pan Emirates, Dubai** January – December 2013

**Regional Sales Manager- Home Furnishing Accessories (UAE, Qatar, Oman and KSA)**

**Drive Sales, Profitability and Gross Margin**

* Drive regional sales and profit plans through leadership, organizational plans, customer service, and outstanding execution of all field operations strategies, manage the business by effectively using sales reports and sales to space ratio.
* Developed accessories product range in line with the market trends and formulated new product pricing strategies for both furniture and accessories across all stores

**Merchandise Presentation& Inventory management**

* Implemented new Floor layout strategy & new merchandising platform by classifying product function, style, price, etc. and executed rebuilds successfully. Improved mechanical sales and visual appeal of the store.
* Worked efficiently on the Phasing out and phasing in of the products and ensured proper stock transfer across stores. Lead the stock counts accurately and timely.

**Recruitment and Staff Training**

* Conducted Interviews and staff training; focused on people development and succession planning

**Check-out/Cash line Operations**

* Created SOPs, Job description and streamlined cash line operations across all stores within the Middle East. Conducted on-the-job training and the ‘Security and Safety training’ for all cashiers to improve the waiting time and also helping in controlling the shrinkage.

**IKEA Dubai** December1995–December 2012

**Check-outs/Exchange & Refund Manager** Jan – Dec 2012

**Sales Manager -Furniture (Showroom)** 2009 – 2011

**Sales Manager - Market Hall (Home furnishing Accessories)** 2006 – 2008

**Shopkeeper Mark Hall / Store Add-on Sales Supervisor** 1995 – 2005

**Commercial**

* Developed and implemented strategies and action plans to improve the Customer overall shopping experience against the ICSS & CSI index. Reduced the waiting time at the checkout to 2 min 30 seconds by proactively managing and training 55 cashiers and by introducing system generated staff scheduling (global solutions) against hourly transactions to ensure an overall easy buying process.

**People Management& Development**

* Conducted interviews and hiring process, introduced ‘BJK’ training program, prepared on the job training and development plans for co-workers. Created succession planning to contribute to the building of the business competence for the existing and for the new stores. Led and motivated the co-workers and the shopkeepers.

**Financial& Budget**

* Analyze financial KPI’s and work with inter departments on the root cause of the complaints/issues and prepared action plans. Controlled the budget & operational costs to maximize business goals; Forecasted yearly overtime budget & Man power planning in line with store sales

**Exchange and Refunds**

* Secure the efficient and cost effective implementation of return policy and that the store is providing professional service to customers in the Exchange & Returns and that the store’s generous return &exchange policy is executed. Analyze the KPI’s and prepare action plans for the top 20 returns on a weekly/monthly basis.

**Strategic Planning, Sales & Profit Optimization**

* Developed annual business plan and the budgets for the Sales department to successfully meet operational and financial goals**;** Contribute to the planning and execution of the store's commercial calendar; Support the business plan and IKEA store position in a competitive market through evaluation of the product range, sales information, customer’s feedback and market competition.
* Analyze the CSI, Brand Capital and visitor catchment surveys and understand the living situations of customers in the PMA prior to the IKEA Catalogue launch; Plan all the store medias including 55 room-sets and the “Homes” along with the commercial team to ensure the room sets and the store medias are **Commercial, Inspirational** an**d Functional**; Optimize supply, sales steer and ensure smooth customer flows through, media and strategically placed add-ons and 3 ACES & King*.*

**Strategic implementation of the IKEA Concept**

* Evaluate systems and methods in order to ensure efficient sales mechanisms, lowest prices and range efficiency are implemented in the Showroom/Market hall**.**

**Budgeting**

* Establish the sales budget on product area level (incl. stock levels, commercial plan, staffing, etc.) based on the range, goals and key figures in the business plan.

**Competitor Analysis**

* Initiate and conduct regular competitor analysis in order to assess the positioning of IKEA in the local market and maintain in-depth knowledge of the local home furnishing business through monitoring of product range, prices and services.

**Department SWOT & KPI**

* Analysis of Key KPI’s (eg. Sales/ store share in comparison to the previous yearbudget, stock holding value (overstock,concrete,out of stock products, service levels, staff productivity); track performance against IKEA benchmarks, explore problem areas and prepare action plans.

**Store Operations/Duty Management**

* Customer guidance and handling of complaints. Manage all operating departments; Ensure 100% fill rate is achieved by the logistics team in all areas; Ensure adequate coverage in all departments and waiting times are in line with the IKEA bench mark, manage queues; Oversee restaurant operations; Ensure sufficient cash float at the checkouts; Resolve health and safety, legal and security issues.

**Training & Development**

* Conducted interviews, selection, training and development programs for new & existing co-workers/ create succession planning, conduct performance apprisals.

**Yearly Seasonal Activity plan & Catalogue Production/Launch**

* Plan and implement “Seasonal” activities as per the commercial calendar and Prepare and analyze ROI, to ensure maximum sales &profitability. Lead IKEA catalogue launch activities in the Store.

**ACE Hardware Dubai** February – December 1995

**Retail Sales Representative**

**Eureka Forbes Private Limited- Kerala, India** 1992 - 1994

**Group Leader - Direct Sales**

**Education & Professional Development**

**Bachelor of Science, Geology,** Calicut University, India 1991

Versed in: **MS Office Applications, Navision (Master Version) and SAP**

* IKEA Concept – Delft, Holland
* Operating the IKEA Store -Holland
* Certified “On-the-Job” IKEA coach
* Clas Ohlson Concept & Store Operations- Insjon – Sweden
* Clas Olson Store Operations -UK
* Front line business management
* Leadership & Management Workshop & Project Management
* Interview Skills & Performance management, Coaching/Mentoring
* Train-the-Trainer
* Retail Selling Skills&CS
* First Aid Training& Fire Marshal

**Personal Details**

* Nationality : Indian Date of Birth: 25 April 1971
* Marital Status: Married Others: UAE Driving License
* UAE Visa status: Visit visa (valid until 7 November 2017)