 **SANJAY.**

[**SANJAY.340689@2freemail.com**](mailto:SANJAY.340689@2freemail.com)

**CAREER OBJECTIVE**

Seeking a challenging and rewarding role where I can utilize my office management, problem solving, client service, multi-tasking and organization skills in planning, coordinating and streamlining the company’s administrative functions.

**EXECUTIVE SUMMARY**

Operations Audit | Operations Management | Marketing & Sales | Customer Relationship | Purchase | Business Development

**SUMMARY OF QUALIFICATION**

High energy, dynamic and result-oriented postgraduate with over 18 years of international experience in retail, operations management and marketing. A solid foundation coupled with extensive years of involvement in business development. Highly organized, self-motivated and flexible team leader. Proactive in facilitating cohesive units of performers, training and development of direct reports. High affinity for meeting and surpassing targets with a proven record of accomplishment in consistently exceeding performance benchmarks.

**EDUCATION**

* Master of Business Administration from ITM, associated with Southern New Hampshire University, USA 2007-2009
* T Y Bcom from Commercial University of Delhi Ltd. 2004-2005
* H S C from KPB Hinduja College of Commerce / Maharashtra State Board, Mumbai 1992-1993
* S S C from St. Sebastian Goan High School / Maharashtra State Board, Mumbai 1990-1991

**PROFESSIONAL EXPERIENCE**

**BMA International – Fu-com LLC Dubai – UAE Auditor - Corporate Management March 2016 – Current**

* Perform store operational compliance audits as outlined in the Annual Audit Plan
* Individual planning and field audit
* Perform as needed analysis for special field project
* Participate in physical inventory, observation and cycle counts
* Communicate audit findings through final report, discussions with auditees and Senior Management
* Interact with executive management on special projects
* Report risk management issues and internal control deficiencies
* Provide recommendations for efficient and effective organizational performance operations
* Learn and master all store operating systems
* Well versed in Operations SOPs
* Provide input, as and when required, on policy or SOP updating
* Handle multiple tasks under pressure and tight deadlines
* Travel to various countries to conduct audits

**Outdoor Networks Mumbai –India**

**Sales & Marketing Manager June 2012 – Feb 2016**

* Responsible for providing outdoor advertising (space selling) and activation (plan &execute) solutions pan India
* Responsible for Business Alliance and tie-ups though Hoarding, Mall Branding, Transit Media, Street Furniture Digital OOH and Innovations
* Promote Space on hire and identify revenue generating opportunities
* Combine advertising with promotions
* Campaign result analysis
* Market research to identify opportunities for clients
* Produce detailed proposals for events (e.g. Timelines, venues, suppliers, legal obligations, staffing and budgets)
* Relationship management with internal and external clients

**Aditya Birla Retail Limited Mumbai – India Assistant Manager – Sales and Marketing Nov 2007 – June 2012**

* Responsible for Space Selling (premium property / visual space) of hypermarkets, pan India
* Responsible for Business Alliance and tie-ups
* Responsible for conducting training on Space Selling
* Identify revenue-generating opportunities.
* Promote Space on hire, gift cards & loyalty programs
* Combine advertising with promotions to secure future sales.
* Perform market research to identify opportunities for events, plan and execute branding for events.
* Produce detailed proposals for events (e.g. Timelines, venues, suppliers, legal obligations, staffing and budgets)
* Inventory management of hypermarkets pan India maintaining MIS on weekly and monthly basis
* Relationship management with internal and external clients

**Aditya Birla Retail Limited Mumbai – India**

**Assistant Store Manager - Manager Customer Relations**

* Achieve sales targets as per ABP and P&L objectives by controlling expenses within defined limits
* Successfully build a base of over 80 % loyal customer in CRM profile contributing to 65 % of store sales
* Responsible for planning & conducting training programs at store level
* Analyze customer base and identify revenue-generating opportunities.
* Ensure accuracy of process, daily turnover, cash transfer.
* Maintain daily and monthly reports with reconciliations
* Promote loyalty programs and gift cards to increase penetration
* Improve performance through optimum utilization of resource and increase productivity while controlling operating costs
* Recommend new strategies and database for marketing programs to enhance revenue from existing customer base
* Collate customer feedback on in-store experience and action customer complaints on priority
* Oversee day-to-day enrolment, implementation and analysis of the Rewards program
* Adhere to all cashiering and CRM processes, ensure security measures and supervision of cash collection and deposits
* Promote campaigns based on evaluation of conversion, customer retention, cross-sell and ROI
* Conduct audits, maintain daily & monthly reports with reconciliations
* Training of operations team

**Aditya Birla Retail Limited Mumbai – India**

**Senior Officer – Space Planning - Buying & Merchandising**

* Implement floor plans (store layout) & Plan-O-Grams built on JDA Intactix
* Develop Plan-O-Grams that increase sales drive customer loyalty & maximize on-shelf availability
* Define process for implementation, guidelines, issues and resolution
* Plan and conceptualize various store layouts and flow strategies to achieve business goals aimed towards growth in business volumes as well as profitability
* Play important role in implementing and smooth execution of Plan-O-Grams
* Streamline store planning functions including finalizing the layout of the store, deciding category adjacencies, developing Plan-O-Grams, reviewing category performances and co-ordinate with the operations team to execute activities
* Space management, Inventory management, merchandising, operations, competition mapping, controlling pilferage and revenue generation.
* Work on a Project to increase Private Label Share (Space / Sales) in store
* Train Territory Managers, Cluster Managers and Store Managers on Space planning importance and implantation

**Future Group - Big Bazaar & Food Bazaar Mumbai – India Department Manager Operations Nov 2005 – Nov 2007**

* Handle standalone store of 7,500 square feet and team of 45 at Food Bazaar
* Manage FMCG / Fresh / General Merchandise / Apparels and CDIT in Food Bazaar and Big Bazaar
* Achieve sales targets as per the Annual Budgeted Plans
* Ensure Profit and Loss objectives are met by controlling expenses within defined limits
* Set targets as per monthly / weekly ABP and achieve same
* Conduct training programs at store level
* Regular benchmark with competitors to ensure feedback to category team
* Implement control measures to keep dump and shrink within defined limits
* Ensure adequate inventory levels at the store and reordering to maintain store fill rates
* Ensure timely delivery and replenishment at the store and vendor management
* Implement proper display with adherence to Plan-O-Gram rules and replenishment of the stocks
* Conduct promotional activities and organized special pick up and drop facility for customers
* Organize indoor and outdoor marketing events, special promotions and awareness campaigns with social cause

**Infinity Group of Hotels – Café Basilico Mumbai – India**

**Designation: Manager Purchase Jan 2005 – Nov 2005**

* Purchase of kitchen equipment, machinery, cutlery, crockery, groceries, packing materials, uniforms and FMCG
* Proficient to identify and deal with reliable vendors / suppliers for procurement of materials
* Strong negotiation skills
* Continuously identify new vendors in the market and develop vendor relationship
* Manage timely indent, maintain inventory levels, stock cover, delivery from vendors and replenishment
* Conduct quality control of products and equipment and keep check on wastages
* Analysis, track sales and provide comprehensive MIS reports to senior management
* Assortment review, planning and stock fill rate at store
* Regulate the continuity of materials supply to production departments for smooth functioning
* Reduce the procurement cost up to 5 % and had maintained the same consistency

**Barista Lavazza – Barista Coffee Company Limited Mumbai – India**

**Store Manager - Guest Experience Manager**   **April 2002 – Dec 2004**

* Accountable for the top and bottom line of the store
* In charge for performance, growth in margin and efficient cost management
* Business analysis, planning and implementation for achieving budgets
* Responsible for hands on training to brew masters
* Training on guest experience, service standards, soft skills, etc. on monthly basis
* Responsible for training on guest experience, service and quality standard, SOP, hygiene standards and soft skills
* Taking inventory on weekly, monthly basis, indenting, receiving, storage and controlling damage
* Maintain reports for sales summary, sales mix, performance and banking on regular basis
* Exceed customer expectations added customer delight by delivering the best standard in quality and service
* Maintain ethical code, quality standards and store ambience
* Guide team for their career growth plans, motivation, with timely rewards and recognition

**AXIS Bank & ICICI Bank Mumbai – India**

**Senior Business Development Officer Sept 1998 - Feb 2002**

* Sourcing business for AXIS (UTI Bank) and ICICI Bank through its liability products
* Meet monthly business targets, source business from individual and corporate clients
* Coordinate, interact and follow up with prospective clients for their banking needs
* Analysis, tracking sales performance and providing reports to senior management
* Lead and guide team with on field training, sales and negotiation skills

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| **ACHIEVEMENTS** |

* Awarded “Best Marketing Coordinator - Pan India” for Back to School 2010 - (Aditya Birla Retail Limited)
* Awarded “Achieving Greater Heights - Maha Savings Day” for Sabse Sasta Din - (Pantaloon Retail India Limited)
* Awarded “Best Team – BARISTA” – for Barista Shoppers Stop – (Barista Coffee Company Limited)

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| **SKILLS** |

* Languages: Fluent in English, Hindi, Marathi and Gujarati
* Computer: MS Office (Excel, Outlook, Word, Power point), JDA Intactix, SAP software
* Professional Skills: Conduct Operations Audit, Operations Management, Marketing and Sales, People Management, Customer Relationship, Vendor Management, Business Development, Solving Problems, Planning and Execution