**DENZIL**

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***SENIOR PROFESSIONAL***

*Achievement oriented professional with excellent people management skills and an ability to manage change*

**PROFILE SUMMARY**

* Enterprising leader with a solid record of contributions for over **27 years in Retail, Entertainment and Hospitality** Industries that invigorated businesses, heightened profitability and enhanced internal controls
* An accomplished professional with consistent record of **delivering results in growth, revenue and operational efficiencies**
* Expertise in **Leading, scheduling, mentoring, training & monitoring** the performance of staff to ensure efficiency in operations and meeting of individual & group targets.
* **Rich experience in Administrative Operations** with a keen eye on stock levels, consumables and manpower availability ensuring high customer service standards
* **Skills in problem solving** coupled with confident decision making for enabling effective solutions leading to high customer satisfaction & low operational costs
* Proven skills in **working with teams and guests from different cultures and nationalities** both within India and internationally (Bahrain, Qatar and Dubai – UAE)

**CORE COMPETENCIES**

* Building a strong distribution network for achieving greater market reach and penetration
* Working as per Corporate Strategies for achievement of top line & bottom-line targets
* Conceptualising visual merchandising displays & design of outlets for maintenance of a high-end store image
* Implementing promotion plans & new concepts to improve sales and build brand focus
* Reviewing and analysing the Operations Parameters of all outlets based on weekly Dashboard through reports, customer feedbacks and taking corrective actions
* Reviewing gaps in processes and addressing them with better controls and training.
* Operating lean teams effectively within set budgets with a high service standard



**ORGANISATIONAL EXPERIENCE**

**Since May’16 Dubai Parks & Resorts – Bollywood Parks**

**Growth Path:**

29th May’ 16 till Date: Manager – Operations Bollywood Parks

**Highlights:**

* Responsible to provides key support to **all Operations Departments**
* Working closely with the other departments to ensure a high quality and consistent product to **deliver a superior guest experience, maximize employee satisfaction,** and ensure optimum results in terms of **attendance and revenues**, aligning with the vision, mission and values of the Park
* Ensuring to Monitor park arrival patterns and ensures **all needed resources** are being used to handle the guest traffic
* Coordinate with **internal support services** (e.g. Admin, Logistics) to ensure to optimize levels of service and mobilization and ensure that the park operations are running smoothly
* Being successful in implementing all the **Internal processes (Statutory compliances, SOP adherence and Operation Dashboards)** for a better customer & staff experience
* Gather feedbacks of rides through maintenance log related to maintenance and performance of each ride
* Perform analyses and benchmarking of rides, and stage shows in terms of **downtime, uptime, attraction most visitation and Average length of guest stay in the park**
* Gather regularly reports from **all departments on issues or concerns related to the park** (FOH & BOH) and try to find solutions if needed, and escalate whenever required to the management

**Oct’11 – May’16 with EZONE (Future Retail Ltd.)**

Aug’15 – 15th May’16: Manager Operations- West (Mumbai Region)

Oct’11-Jul’15: Retail Store Manager

**Highlights:**

* Responsible for the West Region (Mumbai) 11 (Eleven) stores with a **yearly turnover of Rs. 23341,69,939 (US $ 349,74,081)** with an employee strength of **287 staff & 113 brand promoters**
* Managing the **set-up of the four (4) new stores** for the West Region (Mumbai) with the Projects Team
* Follow up with all stores on daily “**Operation Parameters”** to deliver the best experience
* Ensuring the execution of the “**Daily Store Walk”** of the stores & record all the activities are completed correctly. Checks covered during the store walk activities are: - **Store Opening/Closing, Adequate Staff& Rostering, Key Management, Store Ambience, Customer Service Desk & Operations, Cash tills, Internal/External VM, Staff Grooming & Meeting, Promotion events for the day, Inventory of Stocks at Outlets**
* Involved in **recruitment and training on monthly basis** of the personnel.
* Successful in **motivating & leading** the team (including backend team) towards achievement of goals
* Implemented brand marketing plans and merchandise flow (Ordering, receiving, storage, shortage, loss, check-out) to achieve successful sales, market share, profit and KPI results
* Played a key role in developing, implementing and executing initiatives including campaigns, events, corporate responsibility programs and sponsorships

**Jun’10 – Jun’11 worked with More Mega Store (Hypermarket) (Aditya Birla Retail Ltd.)**

**Store Manager**

**Highlights:**

* Spearheaded Sales and Retail Operations for the Hypermarket store with an employee strength of 105 excluding brand staff and a **yearly turnover of Rs. 5400,00,000 (US $ 80,91,100)**
* Involved in planning & analysing store sales & operational parameters for efficient operations of the stores

**Jun’09 – May’10 worked with Apparel Group, Bahrain**

**Operations Manager**

**Highlights:**

* Managed the Operations of **45 stores across 20 brands** in Bahrain - Bally, Basler, Bench, Enzo Angiolini, Inglot, Jean West, Kenneth Cole, Nine West, Shoe Studio, Sketchers, Strand bags, Tommy Hilfiger, Aldo, Aldo Accessories, Spring, Charles & Keith, Dune, Steve Madden, Naturilizer, Stuart Weitzman, The Athlete’s Foot, Kekos & Reset
* Involved in implementation of merchandise policy (assortment, implantation, price, quality, merchandise flow) in the stores, inventory management, recruitment, training plans and sales forecast and budgeting
* Gained knowledge on Labour Law and company working rules regarding product safety

**Jul’04 to Apr’09 worked with Future Retail Ltd., Mumbai (Future Group)**

**Growth Path:**

Apr’07-Apr’09 Manager Operations with Food Bazar Mumbai Region

Sep’05- Mar’07 Store Manager Food Bazar, Lokhandwala Andheri, Mumbai

Jul’04- Aug’05 Asst. Store Manager Big Bazar, High Street Phoenix, Lower Parel, Mumbai

**Highlights:**

* **Manager Operations Food Bazar Mumbai Region:** Implemented cost control projects and worked on administering stronger processes with regards to Customer Service
* Merit of introducing **re-usable home delivery bags which saved Rupees 800,000 annually across India**
* Organized various promotions viz. Future Group Shopping Festival, Exchange Mela, Sabse Saate Panch Din
* **Store Manager:** Handled complete store operations for Food Bazar with 60 team members; taking in account Profit & Loss of the assigned business unit.
* **Asst. Store Manager:** Recognised for being the **FIRST Hypermarketstore in India** for achieving the **Highest Single Day Sales** twice on 15th August 2004 **(Rs. 100,00,000)** and 26th Jan 2005**(Rs. 120,00,000)** at Big Bazar at High Street Phoenix outlet with a team of 165 members

**Oct’02-Apr’04 worked with Haiko Supermarket Powai**

**Manager Operations**

**Highlights:**

* Managed the Hiranandani Gardens Powai Supermarket store of 8700 Square feet with a team of 55 members
* Merit of achieving a **45% year on year growth** in 2003-2004

**Nov’99-Sep’02 worked with Jammin Recreations Private Limited (F.E.C.)**

**Asst. Manager Operations**

**Highlight:**

* Handled a team of 45 members. Responsible for floor operations, staff development and regular audits of processes including a regular check on the Hourly Counts, Machine Revenue Audits and Daily Revenue targets

 **Aug’87-Aug’99 with the Hospitality Industry**

**Growth Path:**

Nov’96- Aug’99 Front Office – Hotel Metropolitan Dubai UAE

Nov’93- Oct’96 Front Office – Hotel Sheraton Doha Qatar

Nov’90- Jun’93 Front Office - Hotel Vendome Plaza Dubai UAE

Aug’87- Oct’90 Front Office - Hotel Jai Mahal Palace Jaipur (Taj Group)



**EDUCATION DETAILS**

* Bachelor of Arts from Mumbai University in 1990