**[BISHNU.359035@2freemail.com](mailto:BISHNU.359035@2freemail.com)**

**BISHNU**

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| Objective | **Seeking an exciting opportunity to prove mywork experience and knowledge of distribution network and retail network man management in a challenging job profile.** |
| Functional  summary | * **Excellent understanding of Channel Management and Channel Sales.** * **20+ years of experience in the Readymade Garments and Shoes Distribution business.** * **In depth knowledge of Business & franchisee Development.** * **Previous employed with Rupa and co ltd/ Siyaram Silk Mills/ Sierra Industrial Enterprise/ Zodiac Clothing/ Proline Sportswear and Pantaloon Fashions Indi**a ltd. * Created over 200 MBOs, and created over 34 EBOs. |
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**KBH Infra servicespvtltd** ,{Relaince Mattress},January 2015 till date. Joined as**Sales Head**looking brand called Relaince Mattress very popular brand in mattress ,pillow ,cushion specially in Assam,Meghalaya, Manipur, ArunachalPradesh,Ngaland ,Mizoram, Bhutan,Bangladesh and Nepal.Based at Guwahati .

**Key Responsibility Area:**

* Setting up franchisee network in the region
* Identifying appropriate business partners.
* Ensuring the smooth operation of the existing stores.
* Managing the distribution network.

**Achievements:**

* Set up two franchises Store: One store in Aizwal , One in Thimpu
* Business been increased from existing 2 Distributors to total 8Distributors in the area.

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**RUPA AND CO LTD,** Nov 2010 to till 2014December, Joined as the Regional Manager-East. Looking brand call IMOOGI a kids wear brand and Femora lades legwear brand .Based at Kolkata.

**Key Responsibility Area:**

* Setting up franchisee network in the region
* Identifying appropriate business partners.
* Ensuring the smooth operation of the existing stores.
* Managing the distribution network.

**Achievements:**

* Set up six franchises Store: One store in Guwahati, One in Jamshedpur and one in Cuttack .one in Patna one in Ranchi and one in Jorhut
* Business been increased from existing 5 Distributors to total 48 Distributors in the area.

Received appreciations from the Management for a record sale .

**SIYARAM SILK MILLS LTD,** Dec 2006 to Oct 2010. MSD ApparelBrand is the part of Siyaram silk mills Ltd. Joined as the Regional Manager-East based at Kolkata to look after Eastern Region Business.

**Key Responsibility Area:**

* Setting up ‘F2F’ destination stores.
* Looking after LFS business with co-ordination with the support team.
* Looking after for the smooth operation of MSD Brand distribution includes marketing, forecasting, merchandising, sales target and logistic support.

**SIERRA INDUSTRIALENTERPRISES PVTLTD,** March 2003 to Nov 2006.It is a NIKE AND LOTTO licensee company and has got 18 years of expertise in the apparel and footwear business. Joined the organization as the Area Manager sales-East, based at Kolkata.

**Key Responsibility Area:**

* Setting up franchisee network in the region
* Identifying appropriate business partners.
* Ensuring the smooth operation of the existing stores.
* Managing the distribution network.

**Achievements:**

* Opened 15 Exclusive Stores in Eastern India within a span of one years.
* Appointed 5 distributors in Eastern India.

**Gini & Jony Apparel Ltd**, June 2002 to Feb 2003. No 1. Kids Wear Brand in India. Joined the company as a SALES Manager for its Kolkata Branch. Handling the entire branch, looking after north east and Kolkata market. Focus area: Expansion of Retail network through Large Format Stores and Exclusive Brand Stores.

**Key Responsibility Area:**

* Setting up franchisee network.
* Increasing LFS and Exclusive store business.
* Ensuring the smooth operation of the LFS and exclusive store business.

**Achievements:**

* Retail Business been grown by 120% with a systematic planning: merchandising planning @ floor level, forecast, visual merchandising, and retail staff training.
* Opened three franchisee stores in the region within a span of 1 year.

**Zodiac Clothing Co. Ltd**, April 1999 to May 2002. Finest Quality Tie n Shirt Maker.

Joined the organization as a Sr.Sales Executive. Looking after the market of Kolkata, Orissa, Bihar and Jharkhand. Focus Area: Dealers Network, Franchise and Distributors.

**Achievements:**

* Won the best Sales Person of the region in March 01 from the Chairman of Zodiac Clothing Co Ltd. Mr. Anis Norrani.
* In April 02 promoted as the Area Sales Manager and given extra responsibility of the North Eastern region.

**Proline Sportswear Ltd**, June 1996 to March 1999. (# 1 Indian Sportswear Brand.

Joined the company as a Sales Executive. Area of operation North east, North Bengal, Jharkhand. Focus area: Dealers network, franchise development.

**Achievements:**

* Set up three franchises Store: One store in Guwahati, One in Jamshedpur and one in Aizwal.
* Business been increased from existing 5 dealers to total 48 dealers in the area.
* Received appreciations from the Management for a record sale of Health Equipments.

January 1992- May 1996 **Pantaloon Fashion India Ltd. Kolkata**

**Direct sales Executive**

**Key Factors:**

* Good Managerial Skills.
* Accept Challenges.
* Forecast, Planning and Implementations.
* Positive Attitude and Adaptable to the Changing Environment.