Career Objective

A result oriented growth driven business professional with 11+ years of experience in areas of branch management, business development, customer service and administration with cross functional experience in product promotion and team leadership & mentoring, ensuring the efficient operation of store to achieve optimal results. Seeking an enduring position wherein the accrued skills and experience can be effectively utilized to achieve organizational targets and thus boost the financial bottom line of the company.

SKILLS

* Branch Operations, Business Development, Client Relationship Management, Profit Maximization, Operations
* Customer Relations, Market Analysis, Standardized Policies & Procedures, Administrative Management
* Vendor Relationship Management, Business Operations, Clinic Operations, Team Management, Client Servicing,
* Beauty/Wellness, People Development, Forecasting, Operations Management, Process Management
* Identifying & Rectifying Problems, Coordinating Departments, Managerial Decision Making, Strategic Planning
* Communication, Interpersonal, Analytical, Team Building & Leadership, Creative Problem Solving
* MS Microsoft Office & Internet Usage
* Languages: English & Arabic

PROFESSIONAL EXPERIENCE

**VLCC INTERNATIONAL LMTD.**

**CENTRE HEAD March 2016-Present**

**Highlights & Key responsibilities:**

Business forcasting & planning: planning vertical wise growth over LY to ensure double digit SSG of the branch.

Business development & marketing plan:

* **Planning of marketing activities considering leads to conversion ratio in mind to generate the number of leads required to meet the required top line.**

**P&L Study to increase operating surplus**

* **Cost analysis: understanding scope of cost control and less expenses to ensure profitability.**
* **Budgeting:to decide budgets forcast to plan for future expenses and revenue.**

**Reporting :**

**Collating the data at the branches level and making reports for the region for different purposes,which further helps in planning and revenue maximizing.**

**Kaya Skin Clinic Middle East September 2013 – October2015**

**Clinic Manager**

**Designation Chronology:**

* Sept 2013 – Present: Clinic Manager, Dubai, UAE
* Jan 2009 – May 2013: Branch Manager, India

*Joined as Branch Manager in India and moved up the corporate ladder to merit promotion to the position of Clinic Manager, Dubai, UAE through exceptional performance.*

**Highlights:**

* Played a pivotal role in turnaround for one branch of in Kaya Dubai and set profitable operations recording, double digit sustainable growth.
* Conducted software training across Dubai and Abu Dhabi branches on the upgraded software received from Kaya India to leverage technology and improve efficiencies in several business processes.

**Key Responsibilities - Clinic Manager, Dubai, UAE:**

**Store Management & Business Development:**

* Managing day-to-day operations such as supervision, marketing, profitability and sales, reporting, team management, business planning and forecasting for assigned clinics in accordance with the organizations objectives.
* Presenting strategic inputs in formulations of new and development of existing procedures, systems, products to ensure maximum revenue generation and minimizing expenditure covering all areas of salaries of the team, rentals, cost of goods sold, consumption, expenses like electricity and water etc.
* Devising customized strategic business solutions through integrated marketing initiatives, new client’s acquisition, tie-ups and other promotional activities.
* Overseeing execution of business strategies in conjunction with functional aspects & client needs; holding appropriate inventory and providing optimal service mix at the clinics.
* Ensuring smooth running of Clinic Operations; coordinating with various support functions to improve customer service & client satisfaction, aimed at augmenting GOLY (growth over last year) with positive SSG% (same store growth).
* Identifying opportunities to promote organization’s services to new clients through provision of superior services and proper utilization of machines in operations, while ensuring optimal return on investment.
* Preparing business forecast for the year by analysing trends of previous year and market trends. Developing and implementing action plans to generate sales, buying feedback and exploiting opportunities that support revenue increase and cost optimizations.

**Team Building and Reporting:**

* Spearheading a team of doctors and the team of therapists and store coordinators to drive key service quality processes at the store level
* Driving team to over achieve targets; overseeing all team management initiatives including their leave, daily shifts; tracking team performance and updating incentive reports and sales report with personal development tracker
* Guiding team members and providing constant feedbacks for performance improvement. Leading the team of store personnel, recruiting and training them. Using store metrics as a barometer for performance appraisals.
* Ensuring optimum manpower availability for the branches as per the requirement and imparting training to new recruits and providing orientation to better understand their roles and company processes.
* Preparing and submitting daily sales report; keeping track of market trends/competitive market place/customer demands evolving changes in the field of beauty and wellness to seamlessly update processes and improve profitability.
* Actively participated in R&D and constantly maintained interactions with the medical team for streamlining processes for inventory management or updates in technologies or services to be brought in the existing system.
* Serving as an administrative liaison by conducting stock audits; generating more business; efficiently handling cash to ensure complete adherence of the processes and SOPs and circulate the reports.

**Highlights:**

* Successfully handled 4 branches in Kaya - India and functioning trainer to deliver soft skills training and process training too.
* Accorded with a super achiever trophy for reviving one Delhi Branch which recorded losses and was close to winding, turned around operations, resulting in the most successful branch of that period.
* Supported the revived branch to win a contest for highest top line ever met.

**Key Responsibilities -** **Branch Manager, India:**

* Headed all initiatives for total branch performance in accordance with company policy and procedures while ensuring profitability, facilitating continuous improvement and excellent customer service.
* Coordinated various support functions to improve customer service and client satisfaction, handled various customer satisfaction operations to upgrade services.
* Identified opportunities to promote organizations services by prospecting new clients, communicating effectively with them by conducting meetings, to expand client base and maintain branch profitability.
* Addressed key client queries and resolved them in an expedited manner, promoted sustained revenue growth through client retention, referral generation, and leveraging any cross-sales opportunities.
* Recruited and managed an effective sales team, ensured business growth by evaluating and improving performance through planning, mentoring, training and development of team members.
* Compiled daily sales assessments and collating all the business transactions to develop reports and routinely forwarding the same to main branch.
* Kept the seniors abreast by providing accurate feedback on performance of team members, and advised senior management on maximizing business relationships and creating an environment where customer service can flourish.
* Collaborated with management team on all major retail initiatives such as stock replenishment, new product introductions and promotions, selling drives, contests, etc.

**Indigo Airlines November 2006 – January 2009**

**Cabin Crew**

**Highlights:**

* Received highest number of appreciations from VVIPs and classified passengers/governing bodies and officials for providing excellent customer service to passengers while ensuring their comfort and safety throughout the flight.
* Merited promotion to the post of Senior Crew in the shortest time of 6 months and received recommendation to be the only one to be sent for our first ever magazine launch.

**Key Responsibilities:**

* Responsible for the support of the administration of all cabin requirements including maintaining safety, first aid, security and service standards in accordance with quality policies to gain customer loyalty.
* Managed VVIP passengers carefully and strove to make the flying experience a pleasant one by effectively handling guest complains in professional manner and ensuring guest satisfaction throughout the flight.
* Reported any aircraft defects to the Cabin Manager and made sure passengers are safe, secure and comfortable.
* Kept abreast of all Indigo Airlines services and routines/procedures to augment public relations and promote Airline loyalty Program.

**Jindal’s Itellicom October 2004 – September 2006**

**Team Member/Trainer**

**Highlights & Key Responsibilities:**

* Served a part of the pilot batch with new operating business models developed to meet overseas clients who came to invest for the processes managed activities such as payments recovery on credit cards, sales of phone connections or catalogue shopping, etc.
* Bestowed with the employee of the month award 6 times in my whole tenure and merited promotion within 8 months to handle higher responsibilities.
* Optimized collections due by promptly following and recovering credit card payments on delinquent accounts of UK based process and sending collated report of the same to the UK client.
* Exceeding expectations by meeting targets given by the clients owning the process.

EDUCATION

**Delhi University**

**Bachelor degree in Of Arts (With Math)** – April, 2006

**District Institute of Educational Training**

**D.I.E.T** – **Training/ Philosophy of Learning** - April, 2002