**CURRICULUM VITAE**

**PRASHANTH**

**PRASHANTH.366551@2freemail.com**

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**CAREER OBJECTIVE:**

***To attain a responsible career position wherein I can direct my capabilities towards the success of the organization and there by attain self-growth. With creative abilities and a fast learning attitude, I can make any adverse situation favorable. With the experience of working in a business administration department, I can impart new methodologies which will be helpful for the organization in achieving corporate goals.***

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| ***ACADEMICS*** |
| * ***B.Sc (Fashion and Apparel Design) in Bangalore University,T.John College***

 *Year of completion: 2008** ***Diploma in Information Technology at DOEACC, Kanhangad***

 *Year of completion: 2004** ***12th HSS in State Syllabus, Chattanchal HSS School, Kasargod***

 *Year of completion: 2003** ***S.S.L.C in State Syllabus, Durga HSS School, Kanhangad***

 *Year of completion: 2001* |
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| ***ACHIEVEMENTS*** | ***SKILLS*** |
| ***Has successfully completed Person in Charge Level 2 Training according to the approved scheme of the Food Control Department Dubai Municipality******(Awarded by Highfield Awarding Body for Compliance,Dubai,UAE)*** | * ***Retail Store Operations***
* ***P&L Management***
* ***Customer Service excellence***
* ***Teambuilding/Training/Supervision***
* ***Budgeting &Cost controls***
* ***Shrink reduction/Loss control***
* ***Inventory management***
* ***Merchandising strategies***
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**PROFESSIONAL EXPERIENCE:**

***EASY MART GROUP OF COMPANIES*** *(May 2015 – Till Date)*

**Store Manager,** 2016 to present

**Assistant Store Manager**, 2015 to 2016

***Advanced through promotions to become Store Manager leading over 40+ employees in a busy industrial area (Dubai Investments Park); enforce sound merchandising and loss control strategies; execute corporate programs, promotions and policies; and drive optimal customer satisfaction, associate productivity and P&L results.***

***MAF HYPERMARKETS*** *(May 2010 – Feb 2015)*

***Supervisor at the FMCG Department***

***Managed a range of medium to large retail clients, up-selling and cross-selling as appropriate. Supported sales manager with developing and implementing sales strategies. Presented my teams results to the Board when required and in fortnightly sales meetings.***

***MADHURA GARMENTS*** *(September 2008 till June 2009)*

***Sales and Marketing Assistant***

***Assisted customers in merchandise sales through recommendation of fashion choices. Responsible for register sales, cash handling and accurate customer checkouts. Ensured merchandise availability through organization and stock room assessment. Facilitated seasonal sales by creating seasonal fashion displays***.

***KEY COMPETENCIES:***

***Sales Skills:***

* ***Able to manage complex sales processes and negotiations to a successful conclusion***
* ***Excellent verbal and written communication skills***
* ***Strong marketing orientation with the ability to develop strategies to edge out the completion.***
* ***Constantly looking at way to improve performance, achieve set targets and build the company’s brand.***
* ***Spotting sales opportunity and cross-selling***
* ***Implementing change and ensuring your close-knit team are always up to speed***
* ***Rolling out new initiatives.***
* ***Making recommendations on merchandising and product presentation***

**Managerial Skills:**

* ***Always maximizing profits while keeping costs at bay***
* ***Experience of managing small retail stores right through to large outlets***
* ***Proactive and able to use initiative with a `common sense` approach to solving problems***
* ***Taking the initiative, especially when it comes to dealing with customers.***
* ***Effective store operations.***
* ***Keeping costs within budget.***
* ***Ensuring the store is commercially viable***.

**Personal skills:**

* ***Willing to lead from the front and happy to roll up sleeves and help out.***
* ***Setting an example of exceptional management and developing and driving the performance of a team.***
* ***Possessing a outgoing and confident personality***
* ***Enjoy working in a fast paced/target driven environment***
* ***Strong attention to detail.***
* ***Ambitious and possessing a lot of self motivation***
* ***Excellent communication and influencing skills***
* ***Strong willingness to learn***

***PERSONAL PROFILE:***

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| Age & Date of Birth 32 YEARS (26/06/1984) |
| Gender Male |
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| Date of Expiry 19/05/2019 |
| Nationality Indian |
| Marital Status Married |
| Avocations Music, Football, Cricket, Reading motivating literature |

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*DECLARATION*

***I, PRASHANTH do hereby declare that the above particulars about me, are true to the best of my knowledge.***