122122



C/o-Mobile : +971505891826

Email : budhyadeb.377082@2freemail.com

Address: Dubai, UAE

Budhyadeb

**Career Synopsis**



Retail experienced professional with about 7 years’ rich experience in retail and store management as well as an MBA qualification. Spanned a rich, successful and progressive career distinguished by accelerated advancement, rewards, achieving and surpassing targets all while increasing sales and profitability of the organization.

High impact sales & marketing executive offering a diverse track record building brand recognition and sales momentum and exceptional achievement designing and executing strategic sales & marketing plans for industry leading brands.

A seasoned management professional with advanced communication skills, excellent interpersonal skills and ability to establish and maintain effective working relations in a multi-cultural, multi-ethnic environment with sensitivity and respect for diversity.

**Educational Qualifications**

**MBA in Sales and Marketing**

2008

**Bachelor of Commerce**

2006

**Certificate Course in Office Practice (CCOP)**

**Professional Trainings: Customer Service, Motivation Skills, Retail Selling Skills, SOP, PDC, PUCCA**

In the pursuit of professional development, seeking a better opportunity where my skills and extensive hands-on experience can be utilized for the enhancement of the operational efficiency and profitability of the organization

**Career Objective**



**Career Snapshot**



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| --- | --- |
| **Feb 2016 - Till Date** | **UNIT MANAGER (SALES & OPERATIONS)***Landmark Group, KSA* |
| **Feb 2015 - Feb 2016** | **STORE MANAGER***AND Design India Ltd.* |
| **Sep 2014 - Mar 2015** | **STORE-IN-CHARGE***Fabindia Overseas Pvt. Ltd* |
| **Feb 2014 - Sep 2014** | **STORE MANAGER***‘W’ TCNS Clothis Company Pvt. Ltd* |
| **Sep 2013 - Feb 2014** | **SHIFT MANAGER***KFC India Operations* |
| **Nov 2010 - Aug 2013** | **FASHION ASSISTANT & FCD TEAM MEMBER***Shoppers Shop Ltd. India* |

**Key Competencies**

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| --- | --- |
| Retail Store Operations  | Merchandising Management  |
| Budgeting & Cost Controls | CRM |
| Key Account Management/Retention | Contract/Price Negotiation  |
| Sales & Business Development  | Staff Development & Motivation |
| Commercial Awareness | Customer Service Excellence  |
| Teambuilding/Training | Strong Leadership Skills  |
| Supervision | Inventory Management |
| Complaint Handling  | Departmental Support/Liaising |
| Employee Relations | Performance Management |
| Marketing Execution | Administration |

**Notable Achievements**

**Selected as a Best Customer Care Associate for Customer Complements**

**Promoted as a Customer Transaction Associate**

**Promoted as First Citizen Desk team Member**

**Personal Information**

**Date of Birth**

DD Month YYYY

**Nationality**

Indian

**Languages**

**Reference**

Available upon request

MS Office Suite, Windows OS,

Email, Internet & Computer Apps

**IT Skills**

**Occupational Profile**



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| --- | --- |
| **UNIT MANAGER (SALES & OPERATIONS)***Landmark Group, KSA* | **Job Responsibilities:*** In charge of managing the entire unit operations including activities including marketing, business development, visual merchandising, inventory management, staff training and performance management, and cash management, among others.
* Coordinating with accounts departments for sales reports and with HO regarding budgets, expenses, policies and procedures for smooth functioning of the store.
* Carefully planning inventory and maintaining favorable stock level in terms of departments, brands, styles and options; resolving stock discrepancies and enforcing remedial measures.
* Developing and implementing marketing and promotional strategies to augment sales.
* Maintaining high merchandising values that reflect the company image through creativity.
* Setting seasonal / monthly sales targets for all stores based on seasonal orders and previous season’s sell-through.
* Conducting regular business reviews for the stores and daily / weekly / monthly team, staff and management meetings to discuss updates on business and staff issues.
* Monitoring and producing regular reports on trade, sales, staff performance, events and competitor research for all stores.
* Conducting surprise Cash and Stock Audits to ensure compliance to company standards is maintained throughout.

**Notable Achievements:*** Successfully ked the optimization of the sales and operating costs.
* Spearheaded the creation of an effective stock management system which substantially increased the profitability.
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| **STORE MANAGER***AND Design India Ltd.* | **Job Responsibilities:*** Maintaining store staff and job results through recruiting, selecting, orienting, training, coaching, counselling, appraising and disciplining employees.
* Achieving financial objectives by preparing a monthly sales target forecasting; petty cash management; analysing variances; initiating corrective actions.
* Establishing rapport with potential and actual customers to identify current and future customer requirements.
* Approving contracts and maintaining inventories to ensure availability of merchandise and services.
* Formulating pricing policies by reviewing merchandising activities; determining additional needed sales promotion; furnishing marketing ideas; studying trends.
* Securing merchandise by implementing security systems and measures.
* Providing a safe and clean store environment to protect employees and customers.
* Complying with legal requirements to maintain store stability and reputation.
* Attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies to maintain professional and technical knowledge.
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| **STORE-IN-CHARGE***Fabindia Overseas Pvt. Ltd* | **Job Responsibilities:*** Managing and motivating a team to increase sales and ensure efficiency.
* Managing stock levels and making key decisions about stock control.
* Analysing sales figures and forecasting future sales volumes to maximize profits.
* Organizing special promotions, displays and events.
* Touring the sales floor regularly, talking to colleagues and customers, and identifying or resolving urgent issues.
* Initiating changes to improve the business, e.g. revising opening hours to ensure the store can compete effectively in the local market.
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