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 **RESUME**

ASHISH

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**NATIONALITY: INDIAN**

**OBJECTIVE**: To add value to your esteem organization by utilizing my valuable skill sets also to be a constant learner.

**WORK EXPERIENCE:**

**Company : S M Y K (APPAREL GROUP L.L.C.)**

**Designation : Senior Manager (Store Operations)**

**Duration : 9th Oct 2016 to 30 th June 2017.**

• Achieve quantitative measures of performance in the following areas: Units per transaction, Average transaction value, sales per month, sales per square feet, sales turnover, shrinkage control, increase in conversion percentage.
• Set store sales target to maximize the sales and profitability.
• Ensure scheduled staff meetings are conducted on a regular basis.
• Maintain and enhance the standards of customer service at all the stores.
• Adhere and enforce Company SOP, Policies and procedures; loss prevention audit guidelines in all the assigned stores. Also create measures to ensure compliance by all the employees.
• Oversee the implementation and execution of the Visual Merchandising guidelines are followed at all the stores at all times.
• Monitor the inventory movement.
• Recruit and train the staff on sales techniques, customer service, teamwork, and other etiquettes as per the company and brand requirements.
• Evaluate the performance of the employees annually and promote open lines of communication through coaching and motivation.
• Interpret and make decision on operations and visual standards based on store and client’s needs.
• Communicate business drivers, merchandise and quality issues, and other related information to the Retail Operations Manager, Retail Buying Team and Corporate Office as required.
• Responsible for assessing additional training needs required for optimal performance within the store.

**WORK EXPERIENCE:**

**Company : MAX FASHION AND LIFESTYLE (LANDMARK GROUP )**

**Designation : Store Manager (Store Operations)**

**Duration : 22nd March 2015 to June 2016.**

* **JOB DESCRIPTION :**

•Monitor the handling of customer complaints in line with the company policy.
•Monitor and continuously seek to understand commercial environment, local trading patterns, competitor activity and market trends in the retail sector and their impact in store.
•Ensure that staff adopt and adhere to the company dress code in order to promote a positive and professional image at all times.
•Ensure all staff is appraised in line with company guidelines (minimum one appraisal per year).
•To maintain strict levels of confidentiality with regard to all areas of the business particularly commercial information and personal details of employees.
•Ensure store expectations and priorities are communicated to staff and regularly review and provide feedback on staff’s performance against expectations.
•Implement and maintain a relevant induction program in line with company policy.
•Carry out regular and relevant in-store training and enroll staff on relevant Learning and Development courses.
•Deal with staff grievances in accordance with the company policy.
•Ensure regular (minimum quarterly) showroom staff meetings are carried out to communicate business goals and training delivered.
•Ensure that job rotation is implemented in the showroom giving each staff member an opportunity to move to different section in the division/showroom.
•Maintain high standards of visual appearance throughout the store including all non-retail areas.
•Maintain window and in-store displays to a high standard in line with merchandising guidelines.
•Provide department reports on slow moving, fast moving and non moving items to the ARM, and Merchandise Manager.
•Recommend price revisions to ARM and Merchandise Manager.
•Maintain a high level of store security for company assets, cash, stock and employee property.
•Interpret and act on operational profit and sales reports generated through finance and focus on improving under-performing areas.
•Monitor sales performance against last year, last week and budget on a daily and weekly basis and communicate to staff.
•Ensure seasonal peaks, troughs and important trading/promotional events are taken account of when preparing forecasts and staff rosters.
KEY JOB DELIVERABLES / ACCOUNTABILITIES
•Optimize sales in line with company budgets.
•Manage operating costs within budgetary guidelines.
•Ensures store administration is going smooth and is being reviewed on a daily, weekly and monthly basis.
•Operate an effective stock management system to maximize sales and profitability.

**WORK EXPERIENCE:**

**Company : VAN HEUSEN (MADURA FASHION AND LIFESTYLE)**

**Designation : Store Manager (Store Operations)**

**Duration : 1st Dec 2012 to 15th March 2015**

* **JOB DESCRIPTION :**

•Communicating Store targets.
•Staff Grooming, T&D.
•Sales Promotion / Product training to Executives.
• Business Development from new and existing clients,
• Providing input to the Department Head on effectiveness of various advertising strategies, seminar locations, brochures, videos, etc.
• Participating in marketing meetings regarding changing attitudes,Analysing the DSR & preparing the diff. MIS reports for corrective planning..
 Top line growth, Profitability per store per sq. Ft.

•Maintaining the SOP.
•Inventory mgmt. of prospects and how to best reach them.
• Attending trade shows and professionally representing Francorp.
• Store strategic business planning and effective implementation.

• Stock ordering as per fast moving designs to provide a right product mix at stores.
• Achieving ABP.
• Offers & Margins.
• Visual Merchandise.
• Customer Satisfaction.
• Stock Management.
• Shrinkage Control & cost control.

• People Training & development.
• People management.
• Supply chain management & Coordination with category.

• Controlling attrition rates.

•Analyzing the DSR & preparing the diff. MIS reports for corrective planning..
•Top line growth, Profitability per store per sq. Ft.
•Maintaining the SOP.

**WORK EXPERIENCE**:

**Company : Metro Cash & Carry India Pvt Ltd**

**Designation : Customer Consultant (HoReCa)**

**Duration : 1ST Dec 2009 to April 2012.**

**JOB DESCRIPTION** :

* Identify the needs of a customer and provide an opportunity for those needs to be met through the purchase of product or service.
* Guide a potential customer to discover his needs and then offer the best possible solution to endure his needs are fulfilled.
* Meeting or exceeding sales quotas; maintaining customer relationships after the sale.
* Managing a sales territory; marketing products and services; making sales calls and contacts with potential and existing customers.
* Creating a customer base; providing service and individual attention to customers;
* Keeping records of all interactions with customers, regardless of the outcome of a sale; remain updated on product knowledge.
* Seek opportunities to consistently learn and train; develop creative sales techniques.
* Grow existing account base; and educate customers through detailed explanations and/or demonstrations.
* Drafting Proposals & Agreements by analyzing client’s business/functional requirements.
* Business Development from new and existing clients,
* Providing input to the Department Head on effectiveness of various advertising strategies, seminar locations, brochures, videos, etc.
* Participating in marketing meetings regarding changing attitudes of prospects and how to best reach them.
* Attending trade shows and professionally representing Francorp.
* Business Development, drafting proposal, concept selling, client interaction, sales,
* Store strategic business planning and effective implementation.
* Achieving ABP.
* Offers & Margins.

**Company : RELIANCE RETAIL LTD.**

**Designation: FRANCHISEE DEVELOPMENT MANAGER (Store Operations)**

**Duration : 27th Nov 2006 to Nov 2009**

**JOB PURPOSE:**

* Development of franchised stored to ensure uniform customer experienced to realize RR‘s retail vision and generate and entrepreneurial environment that fasters growth for RR through the growth of the franchisee.

**OPERATIONAL** :

* Ensure stores/meet/budgeted goals.
* Liaise between franchisee and various RR divisions to ensure a smooth delivery of goods and services to the franchisee.
* Ensure SOP adherence.
* Handhold the franchisee for in-store operations for the initial period.
* Ensure employee retention.
* Ensure shrinkage and dump control.
* Maintain control over OPEX.
* Help Franchisee achieve RR customer satisfaction levels.
* Ensure branding and promotional support to the franchisee.
* To execute a strategy to ensure customer delight.

 **PEOPLE DEVELOPMENT**:

* Foster RR cultural values amongst all employees.
* Further healthy interpersonal relationships between various RR departments and franchisees.
* Conduct business orientation training where required communicate job expectations values strategies and objectives to franchisees employees.
* Inculcate the RR HR values amongst store employees through the franchisee.

**KEY PERFORMANCE INDICATORS**:

* Customer Satisfaction.
* Turnover for store.
* Store Audit compliance store.
* Shrinkage.
* OPEX Achieve targeted benchmarks on all operating parameters for stores.

**COMPETENCIES**:

* People management skills under principal-to-principal agreements.
* Undisputed “Store Operation” skills.
* Result Orientations.
* Store Strategy & Attention to detail.
* Excellent Communication skills.
* Steadfastness in implementing procedures.

**Company : PANTALOON RETAIL INDIA LTD**

**Designation : Department Manager (Big Bazaar/Food Bazaar)**

**Duration : 16th Jan 2006 – 25th Nov 2006**

**JOB PROFILE:**

* Implement processes to improve appropriateness of merchandise.
* Implement Processes to train sales associates in conjunction with the HR department.
* Ensure quality visual merchandising.
* Ensure store ambience, cleanliness and facilities are up to the standards expected.

**Company : LILLIPUT (Lilliput Kidswear Ltd)**

# Designation : Store Manager

**Duration : 16th Sept 2002 - 15th Jan 2006.**

**Job Profile:**

Responsible for (Profit center head)

* To achieve sales target.
* To keep a check on the stock intake & Inventory Management.
* To deal with daily cash transaction. Direct customer interface with focus on suggestive selling.
* To coordinate with various departments like Visual Merchandising, Human Resources Depts. Etc to ensure smooth functioning of entire unit.

# EDUCATIONAL QUALIFICATION

* B.Com (Pass) from Delhi University in 2005.
* 10+2 passed from C.B.S.E. Delhi in 2002.
* 10th passed from C.B.S.E. Delhi in 2000.

**HOBBIES:**

Cooking, Travelling.

Date:

 (Ashish)