**REGUNATHAN**

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**Professional summary**

Motivated Retail Sales and Operations Manager skilled in leading teams to set record-high sales figures, expand existing retail business and develop new accounts at Trans gulf Enterprises LLC and Craft land LLC - Dubai Results-orientated and energetic Retail Sales and Operations Manager with expertise in lead qualification, Extensive people management, customer service training and presentation experience.

Retail Sales Manager driven to lead sales teams to achieve record-setting revenue gains. Managed Nokia and Microsoft branded stores under Max Electronics part of Landmark Group. Managed 10 stores and 15 plus kiosks at Axiom Telecom LLC, Generating more than1.5 million dirhams at Emax Electronics and 1.2 million dirhams GP per year in Axiom Telecom.

Talented sales professional effective at multi-tasking and reaching sales targets. Builds loyalty and long-term relationships with co-brands as well as end users. Results-orientated Area Sales Manager excelling in identifying customer needs and providing solutions.

Attentive Sales Manager with track record of consistently achieving employee retention and sales goals.

Retail Manager with 8 years in Retail sales and operations. Passionate leader who develops highly motivated teams through mentoring and superior communication.

Retail professional who excels in fast-paced environments. Extensive experience in customer service, merchandising, POS systems and cash handling, team building and continues coaching.

Top producing sales professional and expert in the electronics industry, dynamic communicator who consistently exceeds goals and company expectations.

Skilled Retail Manager with experience in Home Sewing & Industrial Sewing Machines as well as Garment Industry. Familiar on B 2 B Sales on machinery, sewing and embroidery threads, interlining, expert in commodity sales.

**Skills**

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| --- | --- | --- |
| • | Retail sales management | • |
| • | Sales forecasting | • |
| • Revenue and profit maximization | | • |
| • Sales and marketing strategies | | • |
| • | Business development | • |
| • | Market trend analysis | • |
| • | Effective leadership | • |
| • | Multi-tasking | • |
| • | Decision Making | • |
| • | Loyalty management | • |
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Excellent people management

Merchandising

Inventory management

Operations analysis

Product development

Event management

Empowers high-performing sales team

In store Coaching

Effective communication

Customer Relationship management

**Work history**

**Sales/Retail Operations Manager**

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Continuous staff coaching and performance evaluations.

Developed a comprehensive training programme for new sales associates.

Supported the sales team in writing proposals and closing contracts for corporate clients

Hired 5 to 10 retail sales representatives over a 6-month period.

Promptly resolved all customer requests, questions and complaints.

Increased revenue by 20% within the first year as Retail Sales Manager.

Increased regional market share by 15% within 6 months.

Maintained knowledge of current sales and promotions, policies regarding payment and exchanges, and security practices.

Developed quarterly and annual sales department budgets.

Built relationships with in-house customers and the community to establish long-term business growth Approved all sales staff budget expenditures.

Reviewed operational records and reports to project sales and increased profitability to 35%. Managed 4 stores, supervised a sales force of 25 sales associates across Dubai and Abu Dhabi. Contacted customers by phone and email in response to enquiries and supported sales team to close all corporate deals.

Attended sales training camp and brought best practices leadership back to the company.

Attended monthly sales meetings and quarterly sales meeting with management, conducted weekly staff performance review meeting at store level along with the store in-charge and set crystal clear plan to close all pipeline orders and ensure to achieve 100 percent sales target before the month end. Met existing key customers to review current services and expand sales opportunities.

Conducted weekly /monthly sales review meeting with brand partner (Brother International for sewing and embroidery, Coats International) and maximized brand supports on marketing plan, promotions on current models, aging stock clearance and staff incentives etc.

Consulted with all brand partners to supply accurate product and service information.

Contacted new and existing key customers to discuss how their needs could be met through specific products and services.

Managed a retail channel of Brother commercial sewing/embroidery machines, consumables and fabrics, managed 50+ staff and achieved AED 14M Sales with 35% GP. Prioritized tasks and projects to meet tight deadlines.

January 2012 － July 2016

**Retail Operations Manager** - **Emax Electronics (Max Electronics LLC under Landmark Group) - Dubai**

* Scheduled and led weekly shop meetings for all employees.
* Reordered inventory when it dropped below predetermined levels.

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Increased profits through effective sales training and troubleshooting profit loss areas.

Increased sales volume by 12% in less than 2 years.

Implemented a new ordering process and identified poor work habits to improve process effectiveness.

Generated repeat business through exceptional customer service.

Reported to the retail head regarding all shop and staff issues.

Assigned employees to specific duties to best meet the needs of the shop.

Managed staff of 60 sales associates, 5 team leaders and 1 assistant managers.

Hired, trained and evaluated personnel in sales and marketing.

Conducted stock inventories once per quarter, minimized shrinkage less than 5% across the channel

Interviewed job candidates and made staffing decisions.

Alerted customers to upcoming sales events and promotions.

Maintained established merchandising standards, including window, sales floor and promotional displays.

Supervised and directed all merchandise and shipment processing.

Recognized and rewarded outstanding work performance to cultivate a positive and collaborative customer service culture.

Verified that all customers received receipts for their purchases.

Followed merchandising guidelines to present visually appealing displays.

Determined customer needs by asking relevant questions and listening actively to the responses.

Worked with the management team to implement the proper division of responsibilities.

Priced merchandise, stocked shelves and took inventory of supplies.

Preserved a perfect attendance record for 3 months.

Mentored new sales associates to contribute to the shop's positive culture.

Cultivated a customer-focused shopping environment by greeting and responding to all customers in a friendly manner.

Welcomed customers into the shop and helped them locate items.

Strategically scheduled team members to maintain optimum staffing levels at all times.

Communicated clear expectations and goals to each team member.

Operated a cash register for cash, cheque and credit card transactions with 100% accuracy.

Completed all point of sale opening and closing procedures, including counting the contents of the cash register.

Handled all customer relations issues in a gracious manner and in accordance with company policies.

Planned budgets and authorized payments and merchandise returns.

Examined merchandise to verify that it was correctly priced and displayed.

Trained and developed new associates on POS system and key sales tactics.

Managed Nokia and Microsoft stalls at GITEX continuously for 4 years from 2012 to 2016

January 2008 － December 2011

**Area Manager** – **Axiom Telecom LLC - Dubai**

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Developed positive customer relationships through friendly greetings and excellent service.

Maintained records related to sales.

Organized racks and shelves to maintain the visual appeal of the store.

Demonstrated use and care of merchandise.

Trained and served as a peer coach for new sales associates.

Managed annual external audit.

Developed and executed marketing programmes and general business solutions resulting in increased company exposure, customer traffic and sales.

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Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.

Reviewed files, records and other documents to obtain information and respond to requests.

Scheduled and led weekly shop meetings for all employees.

Instructed staff on appropriately handling difficult and complicated sales.

Interviewed job candidates and made staffing decisions.

Implemented a new ordering process and identified poor work habits to improve process effectiveness.

Assigned employees to specific duties to best meet the needs of the shop.

Examined merchandise to verify that it was correctly priced and displayed.

Managed staff of 50 sales associates, 5 team leaders and 1 assistant managers.

Shared best practices for sales and customer service with other team members to help improve the shop's efficiency.

Strategically scheduled team members to maintain optimum staffing levels at all times.

Recognized and rewarded outstanding work performance to cultivate a positive and collaborative customer service culture.

Communicated clear expectations and goals to each team member.

Actively pursued personal learning and development opportunities.

Followed merchandising guidelines to present visually appealing displays.

**Education**

• 1986 - **B Com**: **Bachelor of Commerce** **University of Calicut**,

* Thenhipalam, Kerala.

**Date of Birth**

* 2nd January 1966

**Hobbies**

* **Gym, Jogging, Cycling ,**Working out on Gym on evenings, jogging and cycling on weekends.