Denzil

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Summary:

A Operational & Sales professional with over 15 years of experience in managing sales & operations for the front end retail industry (Hypermarket, FMCG, Electronics, Furniture, Fashion), 4 years in Leisure & Entertainment & 11 years in the Hospitality Industry that invigorated businesses, heightened profitability and enhanced internal controls and in -Direct procurement related to supply of goods and services . My experience extends to functions of inventory control, delivering results in revenue growth, operational efficiencies and logistics. With a pro-active approach, I ensure that all operational, sales & procurement goals are met in a timely,efficient and most cost -effective manner without any compromise inquality. Apply leadership skills and optimize team performance to achieve high level of service to benefit the organization.



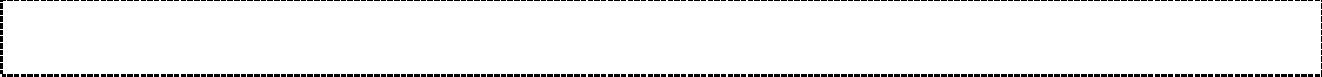
Educational Qualifications:

* Graduate in B.Com, Mumbai University,India.



Skills:

* Administering Retail Functions with involvement in Operations, New Store Planning/Set Up, Visual merchandising & implementing Standard Operating Procedures, Facilities Management
* Communication &Relationship Management,excellent leadership and problem resolving skills.
* Analyzing and planning optimal sourcing and procurement strategies relating to organizational requirements.
* Analytical thinking, policy conceptualization and implementation skills.



Dubai Parks & Resorts, Dubai, Bollywood Park, U.A. E. (29th May 2016 – 31st January 2018)



Work Experience:

Operations Manager

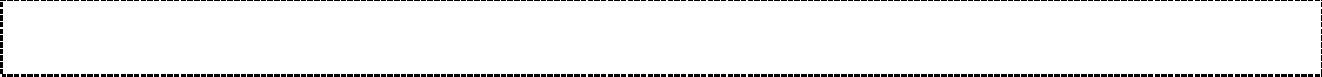
Major Areas of Responsibility:

* Day to Day Operations
* MIS reports
* Vendor Relationship Management
* Procurement, Contracts,Negotiations.
* Managing Tendering Process.
* Health & Safety
* Training and Mentoring.
  + Provides support to the entire park for the day to day operations, Facilities Management, Tech Services, Park Services, Security, Landscaping, Parking, Transportation, Execution of Promotions, Entry Operations – Admission, Rides & Attractions, F & B, Entertainment, Retail



Job Responsibilities:

* + Generating MIS reports & perform analyses on issues related to Facilities Management, Tech Services, Guest related complaints & satisfactions. It also included doing analyses on rides and stage shows in terms of downtime, uptime, attraction most visitation and Average length of guest stay in the park
  + Ensuring the building meets health and safety requirements and that facilities comply with legislation
  + Maintain short and long terms contracts for CAP EX /OP EX relatingto supply /services
  + Managing and leading change to ensure minimum disruption to core activities
  + Manage operational procurement requirements within budgeted guide lines and company standards.
  + Planning for future development in line with strategic business objectives
  + Cost- analysis and reduction by negotiation and experience of market value.
  + Ensure all relative policies are implemented at all times.
  + Identify enduser requirement s and respond proactively to all concerns.
  + Lead the team by recruiting, training and appraising talented personnel.
  + Establish targets, KP I’s, schedules, policies and procedures.
  + Report to the management on annual costsavings versus productivity.
  + Mastery indelegating multiple tasks, ability to spot and resolve problems efficiently.
  + Any other duties as may reasonably be requested by the management



Future Retail Ltd, Mumbai, India.

(4th October 2011 – 15th May 2016)

April’2015 – 15th May’2016: Manager Operations & Sales- West (Mumbai Region)

Ocobert’2011-March’2015: Senior Store Manager

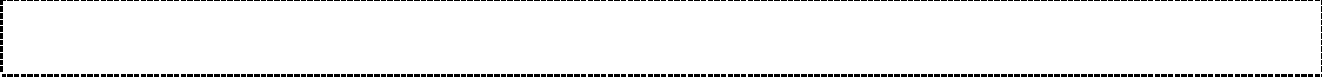
Major Areas of Responsibility:

* Sales & Margin (Top & Bottom line)
* Operation Parameters
* Product assortment
* Store Layouts & Planogram
* Training and Mentoring.



Job Responsibilities:

* + Responsible for the West Region-Mumbai for 14 stores with a yearly turnover of USD 36,017,410 and an employee strength of 287 staff & 113 brand promoters
  + Follow up with all stores on daily “OperationParameters” to deliver the best experience. Ensuring the Operating Parameters at the stores are recorded and completed correctly. Checks covered under the scope of the Operation Parameters during the store walk are: - Adequate Staff & Rostering, Visual Merchandise, Internal/External VM, Up -keep of the store with the Facility Management, Customer Service, Staff G rooming & Meeting, Promotion events for the day, Inventory of Stocks at Outlets, PI Counts, P&L accountability & control on expenses.
  + Ageing stock reduced from 15% to 9% in 6 months, allocation of clear defined space in all stores to clear ageing, graphics and in store communication strategy.
  + Aligned store structures, ensuring we have frontline staff to 70%, previously at 45% unbalanced staffing reducing head counts to bring costs in line.
  + Review layouts, cut wasted space, increase high margin product categories, Review density.
  + Implementation category process, grading of stock by store, high density fixtures which resulted in increase of sales by 5%
  + Merit of achieving budget numbers Top-line & Profit from Operations by driving key parameters such as average unit value, average transaction value, conversion, etc.
  + Responsible for top line as well as profitability , ensuring profitability for organization
  + Involved in recruitment and training of the personnel
  + Gained expertise in motivating & leading the team (including back end team) towards achievement of goals
  + Implemented brand marketing plans and merchandise flow (Ordering, receiving, storage, shortage, loss, check -out) to achieve successful sales, market share, profit and KPI results
  + Ensured best quality service is offered to the customer image through employees



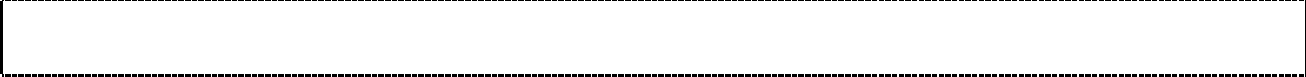
Aditya Birla Retail Ltd, Mumbai, India. (June 2010 – September 2011)

Unit Head (Store Manager)



Job Responsibilities:

* + Spearheaded Sales and Retail Operations for the Hypermarket store with an employee strength of 105 excluding brand staff
  + Responsible in planning &analyzing store sales & operational parameters (DAD, SOP, GIT, Negative Inventory, Customer complaints, Customer Feedbacks, PI Count) for efficient operations of the stores.



Future Retail Ltd, Mumbai, India. (July 2004 – May 2010)

Apr’2007-May’2010: Operations Manager - Food Bazar Mumbai

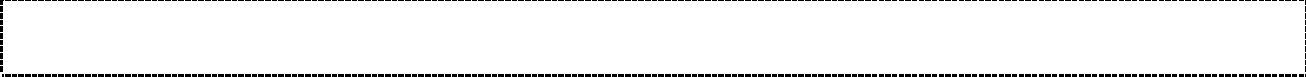
Sep’2005- Mar’2007: Store Manager - Food Bazar, Lokhandwala Andheri, Mumbai

July’2004- Aug’2005: Asst. Store Manager - Big Bazar, High Street Phoenix, Lower Parel, Mumbai



Job Responsibilities:

* + Implemented cost control projects and worked on administering stronger processes with regards to Store Operations & Customer Service
  + Merit of introducing re-usable home delivery bags which saved USD 12,344 annually across India
  + Organized various promotions viz. Future Group Shopping Festival, Exchange Mela , SabseSaatePanch Din
  + Handled complete store operations for Food Bazar & Big Bazar for sales, Margins, P&L accountability, Stocking, PI count, product display, following the process of FIFO, hiring & t raining staff regularly.
  + Execution of Visual Merchandise for the Store. Designing of store layouts, floor moves, planning fixture layouts and merchandising in statements.
  + Introducing new initiatives to effect upon increasing sales. Ideation and conceptualization of thematic and promotion based in store and window displays. Adaptation, implementation and execution of VM dockets in the store. Preparing presentations for the promotions and docket executions. Visual Communications, signage's and shelf talkers etc.
  + Liaison with Marketing for Promos and other Events. Competition activity scouting. Work on Planograms to ensure optimum utilization of space.
  + Oversee VM communications (seasonal/monthly). Manage the budgets for the vendor management. Planning and execution of windows, / focal points, instore merchandise presentation.



Haiko Supermarket, Powai, Mumbai, India.

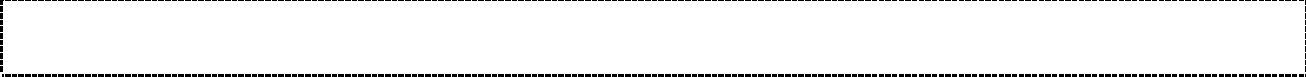
(October 2002 – June 2004)

Operations Manager



Job Responsibilities:

* + Managed the Hiranandani Gardens Powai Supermarket store of 8700 Square feet with a team of 55 members
  + Merit of achieving a 45% year on year growth in 2003-2004
  + Preparation of PR, POand submission for approvals by ensuring best value and commercial is obtained from supplier by process of negotiation.



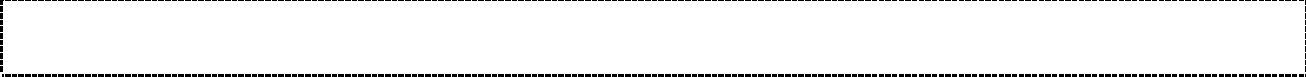
Jammin Recreation Pvt Ltd, Mumbai, India. (November 1999 – September 2002)

Asst. Manager Operations



Job Responsibilities:

* + Handled a team of 45 members. Responsible for floor operations, staff development and regular audits of processes including a regular check on the Hourly Counts, Machine Revenue Audits and Daily Revenue targets



Hospitality Industry (August 1987 – August 1999)

December’97- August’99: Front Office: Hotel Metropolitan Dubai UAE

January’96- November’97: Front Office: Hotel Sheraton Doha Qatar

October’93- December’95: Front Office: Hotel Vendome Plaza Dubai UAE

August’87- October’93: Front Office: Hotel Jai Mahal Palace Jaipur (Taj Group)



Personal Details:

Nationality : Indian

Date of birth : 12th April, 1968

Religion : Christian

Sex : Male

Maritalstatus : Married

Languages known : English, Hind

Driving License : U A E Driving License