**Dilkush MV**

**RETAIL STORE MANAGER RETAIL OPERATIONS MANAGER**

*Results-driven individual, presently seeking a Managerial role in a leading retail agency to leverage my experience and skills in boosting up the sales and purchases, an*

*excellent customer service, persuasive selling and accurate transactions. Possess an excellent negotiation and budgeting skills to effectively work in cost cutting areas, increase the profitability and to provide flawless profit margins.*

**SKILLS PORTFOLIO**

* Retail Sales
* Stock Control
* Store Management
* Retail Operations
* Vendor Management
* Warehouse Management
* Accounts Payables/Receivables
* Sales and Marketing
* Merchandising
* Product Management

**EDUCATION**

**2016**

Master of Business Administration

University of London

UK

**2012**

Bachelor of Commerce

(Cooperation), Calicut University

Kerala, India

**SUMMARY**



Accomplished professional with 7 years of experience in all aspects of running a successful retail store including handling sales, staff recruitment, merchandising, and inventory management. Proven experience in managing accounts process, preparing purchase reports, overseeing cash transactions, accounts reconciliation and handling administrative duties as required. Adept at driving sales through result-oriented merchandising and promotions to achieve key metrics and implementing strategies to maximize product performance. Demonstrative ability to present sales, revenue and expenses reports and realistic forecasts to the concerned person.

Proven ability to maximize sales and gross margins by implementing effective strategies for sales and customer retention. Extensive experience in staff development and training strategies to effectively build team skills and expertise. Possess excellent negotiation skills with proficient in maximizing high standard merchandising and effectively securing, controlling and monitoring all store assets to reduce shrinkage and loss. Excellent in implementing supply chain management strategies and working closely with the advertising department to plan advertising campaigns to increase the customer base. Expand knowledge of comprehensive retail store operations from vendor relations and merchandise displays to customer complaint resolution and regulatory compliance.

**WORK EXPERIENCE AND SIGNIFICANT CONTRIBUTION**

**Apr 2018 – Sep 2020**

**Branch Manager | Kerala, India**

Developing and maintaining strong commercial relationships with key customers and influential industry stakeholders. Forecasting administrative and marketing budgets within the approved budget limitations. Executing the counter and wall merchandising initiatives in collaboration with the merchandise manager. Handling inventory statistics analysis thereby ensuring that the store is prepared for internal audits. Increasing customer base by introducing special customer benefits and attractive purchase schemes.

Handling 2 stores with the stock of 20kg gold and 15 kg gold respectively as well as silver, diamonds and complementary products.

**Oct 2017 – March 2018**

**Operations Manager | Kerala, India**

Headed a production unit with 8 member sales team and 10-12 goldsmiths as well as maintained entrusted relationship with jewellery retailers and manufacturers. Handled a stock of 40 Kg Gold. Ensured that committed orders were manufactured and delivered on time. Responsible for maintaining store inventory of gold ornaments and bullions as well as managing credit and debit accounts of goldsmiths. Established a business relationship with 50+ Jewellery Retail Outlets. Performed sales work such as taking inventory, recollecting cash/bullion with sales receipts, and maintaining operating as well as transaction records. Ordered merchandise as needed and established store security level, as well as sales and record-keeping procedures.

**Nov 2013 – Aug 2017**

**Branch Manager | Goldens London Ltd, UK**

Joined as Trainee Manager and got promoted to Branch Manager within a short span. Handled 25 staffs internally. Monitored and controlled expenses included maintaining proper ordering and inventory control, ensuring proper weighing procedures, shrink control, and monitoring product displays. Ensured that all government and company regulations for product freshness, safety, refrigeration and sanitation are met. Forecasted supply and demand to prevent overstocking and running out-of-stock. Maintained the store, as well as ensured the shelves, products, floors, were clean and safe. Successfully achieved £90,000 sales every week and maintained a stock value of £500,000.



**AREAS OF CRITICAL IMPACT**

**Sales**

* Establishes and executes a strategic plan to achieve planned sales and key performance indicators for all time periods
* Analyses reporting and daily sales trends to make real-time strategic business decisions to drive results
* Manages store sales, payroll and schedule adjustments effectively to maximize productivity and to achieve sales targets
* Attains and exceeds sales goals by providing exceptional customer service and encouraging professionalism in team members
* Manages and oversees the day to day operations of the retail store to ensure achievement of overall retail sales objectives

**Store Management**

* Completes store operational requirements by scheduling and assigning employees as well as following up on their work results
* Achieves financial objectives by preparing an annual budget, scheduling expenditures, analyzing variances, and initiating corrective actions
* Identifies current and future customer requirements by establishing rapport with potential customers to understand their requirements
* Responsible for maintaining operations by initiating, coordinating, and enforcing operational policies and procedures

**Merchandising**

* Manages all aspects of the merchandising function including product assortment, pricing, reporting and analysis to maximize profitability
* Responsible for developing and implementing the visual strategy for displaying products which involve creating Planograms and delegating tasks to the sales team
* Accountable for maintaining a positive working relationship with all vendors, as well as negotiating product and shipping prices
* Formulates pricing policies by reviewing merchandising activities, and determines sales promotion needed

**Stock Management**

* Coordinates with purchasing team to develop and implement procedures for unloading orders from vendors and stocking them on shelves
* Assists in floor moves, merchandising, displaying maintenance, and returning the damaged products to respective warehouse
* Performs root cause analysis to research and resolve all inventory variances including tracking errors from inventory location movement
* Verifies inventory computations by comparing them to physical counts of stock, and investigates discrepancies or adjust errors

**Supply Chain**

* Encompasses multiple aspects of supply chain operations and logistics, including routine coordination with category managers and distribution partners
* Responsible for oversight for the development, implementation, and management of business processes pertaining to Supply Chain
* Implements and oversees strategies to mitigate product outages, and assists in achieving annual goals and performance targets
* Responsible for identifying substitute products and ensuring the delivery of goods and resources across multiple locations

**Purchase**

* Assists with the development and implementation of purchasing strategies
* Directs procurement policies to ensure all items are purchased and delivered within budget and time constraints
* Establishes standard operating procedures for purchasing, monitors the effectiveness of procedures, and improves purchasing processes
* Responsible for overseeing the management of stock purchase agreements, future orders, pricing management database, and Specialty Purchases to support company needs at all facilities

**CERTIFICATIONS/TRAININGS**

**2014**

Certificate of Achievement in Engagement & Leadership Skills, University of Sunderland

**2014**

Certificate of Achievement in Confidence Building Techniques Training, University of Sunderland

**2014**

Certificate of Achievement in Problem Solving Training, University of Sunderland,

**2011**

Tax Practitioner Course, Tax Study Centre, Kottarakara

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**YouTube Video CV**

<https://www.youtube.com/channel/UCdsv_v9Czkx2Dc8bW4Bt4wA>

**View My CV on Gulfjobseeker.com CV Database**

<http://www.gulfjobseeker.com/employer/cv_database_highlighted_cv_freetocontact.php>

**Chat with me Live on Zoom**

<https://zoom.us/j/4532401292?pwd=SUlYVEdSeEpGaWN6ZndUaGEzK0FjUT09>

