



VIGNESH NATARAJAN

ENTREPRENEUR - LEADER
DOTING FATHER - CYCLIST
CRICKET TRAGIC

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Skills & Attributes

Leadership



Interpersonal & communication



Multi-site management



Financial & cost control



Proactiveness



Time management



Attention to detail



Budgeting



Quality control



Planning & execution



Creativity & innovation



Negotiation



Customer relation



Crisis Management



Microsoft office & MYOB



Summary/Cover Letter

With over 9 years of experience in Retail & Hospitality, I thrive in a dynamic & fast paced environment and bring a broad base of skills and knowledge to the table. As an entrepreneur/owner of 4 successful businesses I have had the opportunity to explore and master a wide range of facets of setting up and running a diverse portfolio. From multi-store management to sales growth to strategic planning & marketing and stringent quality control, I have an in depth understanding of the hospitality/retail industry in Australia.

Having achieved success over the past 5 years, I am currently looking for a new challenge which will further enrich my skill set. With the kind of experience I bring to the table this is the ideal time for me to step into a bigger role in a much bigger organisation.

Work History

Dec 2010 -
Present

Founder/Owner/Operator/Financial Manager
RDV HOLDINGS PTY LTD, Adelaide, Australia

CHOCOLATREE | December 2010 - Current

With a turnover of over \$1.5 Million Chocolatree is an award winning market leader in the dessert cafe industry

SWEET AS BAKERY PATISSERIE | September 2013 - Current

Sweet as Bakery specialises in preparation and wholesale supply of Petit Gateaux, Cakes and handmade chocolates to local Adelaide cafes

HOLY GUACAMOLY/POCO PICANTE | December 2013 - October 2015

A successful Mexican take away business providing fresh, exciting and quick food. Sold on profit

COFFYLOSOPHY | March 2014 - March 2015

A very popular boutique café specialising in house brewed coffee, breakfast, brunch and lunch. Sold on profit

Business set up and vision

- Conceptualised and built 4 businesses from scratch
- Evaluating the need for a specific product/service in geographical area for target customer demographic
- Worked on store design (look and feel), designed logos, menus and pricing strategy
- Acquired and adhered to all necessary government and council approvals and requirements

Multi-store operations and financial management

- Managed operations and financials and all other aspects of four high volume stores
- Provide training for new and existing staff across all levels from kitchen to front of house
- Conduct random audits and ensure all staff are adhering to quality and standards
- Designed and implemented work procedures for all staff to maintain uniformity

Sales increase and growth

- Achieved 8-10% year to year sales growth through strategic social media presence, print marketing, innovation, quality control and customer relations
- Starting in house production of cakes and chocolates, eventually leading to a 100% self produced menu which was executed at a low price point
- Set up of commercial kitchen resulting in creating a new brand(Sweet As Bakery & Patisserie) growing into a wholesale business

Vendor relationships

ACHIEVEMENTS & CONTRIBUTIONS

- Successfully set up 4 businesses within 5 years
- Successfully sold 2 of those businesses for profit
- Won multiple accreditations for chocolate making in the Royal Adelaide and Melbourne food awards
- Maintained a negligible attrition rate in all businesses
- Set up a chocolate kiosk at Westfield Marion over Christmas periods
- Chocolatree has been also been part of the Adelaide fringe festival as a vendor
- Supported the local community by funding/sponsoring important social causes
- Completed BUPA challenge(long distance cycling) 3 years in a row
- Awarded certificate of recognition at University of South Australia for taking part in work placement scheme
- Played cricket at school, University & club levels

EDUCATION

Master of Business (Accounting)

2005 - 2007 University of South Australia

Adelaide, Australia

KEY SUBJECTS

- Financial accounting
- Commercial & corporate law
- Taxation law
- Management accounting
- Business ethics

Bachelor of Business (Management)

2002 - 2005 Bharathiyar University

Coimbatore, India

KEY SUBJECTS

- Marketing
- Economics
- Accounting principles
- International trade
- Analytical techniques in management

- Daily interaction with third party vendors from top level management to sales representatives
- Time to time negotiation of prices according to purchasing power and need
- Exploring new suppliers in the market to ensure value for money

Team building, leadership, mentoring and interpersonal skills

- Motivated managed and built a team of over 40 skilled and unskilled employees across businesses
- Experienced in bringing out the best in staff and maintained an extremely low attrition rate
- Built and empowered numerous staff towards brighter horizons by making them leaders

Budgeting and cost control

- Setting comprehensive monthly budgets for marketing, advertising, staffing and cost of sales
- Forecasting monthly sales according to varying factors such as past sales, holiday season and weather
- Maintained a positive cash flow and re-invested savings into growth and expansion
- Minimised wastage by implemented efficient work set up and practices

Accounting and financial reporting

- Managed all day to day book keeping aspects (MYOB), preparation and reconciliation of financials
- Preparation and lodgement of quarterly BAS and yearly tax returns
- Monthly and weekly payment and collection of regular dues and accounts
- Set up and payment of quarterly superannuation contributions

Quality control and assurance

- Always maintained a 5 star cleanliness rating with health regulatory boards
- Adhered to all norms relating to maintenance of perishables in prescribed temperatures
- Maintaining standards, consistency of taste and visual appeal of food served
- Maintained optimum inventory levels and implemented Just In Time approach(JIT)

Customer relations/focus

- Emphasis on the philosophy that the 'customer is always right'
- Retaining and creating new customers by constantly introducing new products as well as running a very attractive loyalty program
- Addressing and responding to customer queries implementing relevant customer feedback

Nov 2009 -
Dec 2010

Store Manager

Adelaide Convenience, Adelaide, Australia

Adelaide convenience is/was a high foot traffic 24/7 convenience store situated in the heart of Adelaide CBD where I started as a shop assistant before being promoted to assistant manager then store manager

- Oversaw all administrative duties and store operations while attending to exemplary customer service
- Supervised all operations of convenience store and adhered to safety, health and security rules
- Responsible for supervising and motivating 15 employees, process payroll and organise accounts receivable/payable
- Achieving targets through developing a strong employee team, up selling and strategic product placement
- Engaged with vendors and suppliers in order to ensure seamless execution of product promotions, high merchandising standards, and appropriate inventory levels

Feb 2009 -
Nov 2009

Assistant Manager/Shop Assistant

Adelaide Convenience, Adelaide, Australia

REFERENCES

Available upon request

- Gained experience in operating POS systems
- Stocking shelves and fridges ensuring all products are available at all times
- Relay product knowledge with customers and assist with shopping
- Clean and maintain cleanliness of the shop as a whole
- Act as a medium of communication between management and customers
- Checking off deliveries to match invoices

Jan 2008 -
Jan 2009

Junior Auditor /Assistant Accountant

Accounting & Business Consulting Pty Ltd, Adelaide, Australia

Accounting & business consulting is a mid size accounting firm based in Adelaide. I had secured a graduate position as a junior accountant and auditor after my masters degree.

- Administered new and existing accounts in the Practice Manager software program by invoicing, maintaining, preparation of end of year financial accounts and PAYG statements for clients
- Preparing and lodging quarterly BAS for clients
- Assisted senior accountants in various trust account audits
- Data entry and book keeping, preparation of profit & loss statements, Balance sheets and account reconciliation for clients
- Communication with the Australian Taxation Office on behalf of clients on various tax related matters

May 2007 -
Jan 2008

Administration Assistant

Mentor Consultancy, Adelaide, Australia

Mentor consultancy is an education consultancy firm originally based in Coimbatore, India. The owner had set up a temporary office in Adelaide to assist international students coming into Adelaide to pursue higher education.

- Assisted the business owner in processing paper work relating to admission of international students in Australia
- Organising accommodation and airport pick ups for incoming international students
- Helping new students set up bank accounts, registering for work permits, enrolling in University among other things
- Data entry and assisting in general book keeping(MYOB)

Sep 2005 -
May 2007

Held various positions in customer service while pursuing full time study