

SONU PANDEY

Retail Operations Management | Turnaround Expert | Innovation & Change | Business Development Specialist | Collaborative Executive Leader



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Executive Profile

- A diligent, meticulous, and competent individual with 13+ years of experience in Retail Operations.
- Gained diverse experience across multiple regions and drove business development activities by analyzing market trends and establishing healthy & prolonged business relations with key accounts, thereby ensuring higher market share.
- Proficiency in leading and managing retail operations successfully; proven skills in conceptualizing and implementing various business strategies.
- Successfully drove retail business operations, established consistent & appropriate business practices and achieved year-on-year growth across international & Indian fashion brands in various categories
- Highly skilled in designing & implementing sales plans and new store concepts to generate increased sales for achievement of revenue targets
- Proficient in managing business operations encompassing sales forecasting, budgeting, market trend analysis, administration, visual merchandising, & development of new products as per specifications/client requirements
- Skillful in conceptualizing and implementing brand promotional measures to enhance popularity of the brand and consequently attribute new sales promotions to augment sales.
- Resourceful in managing business process reengineering initiatives involving study of existing processes, identifying gaps and implementing new ideas
- A strong team leader with excellent analytical, communication, problem solving, multi-tasking and interpersonal skills

Notable Accomplishments across the Career

- Successfully received Best City Manager in the Country Award | 2017 – 2018 & 2018 – 2019
- Proficiently recognized as Certified Trainer for Train The Trainer Program

Career Timeline

BESTSELLER INDIA PVT. LTD. | Since Jun 2010

Growth Path:



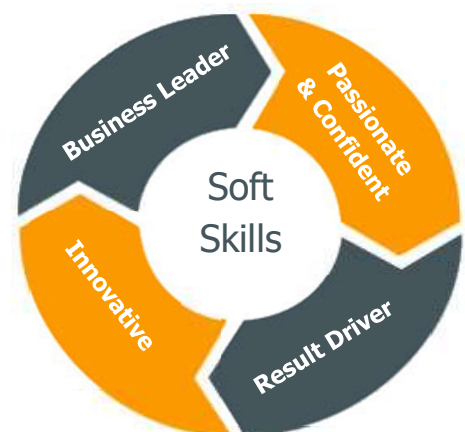
Key Result Areas:

- Efficiently working at various locations including Punjab, Rajasthan, UP and Delhi; manage stores of brand VERO MODA (COCO-EBO & SIS For Karnataka and Kerala region)
- Working for 90-110 people that help in generating an annual business of 60 Cr.

Core Competencies

Strategic Business Planning / Leadership	Strategic Alliances & Tie-ups
Business Development & Expansion	International Trade
Budget & Profitability Management	Stakeholder Negotiations
Operational/ Process Enhancement	Business Intelligence & Market Research
Forecasting & Growth	Team Building & Leadership

Soft Skills



- Developing and executing comprehensive training programmes to improve employee skills and product knowledge, resulting in improved customer satisfaction scores.
- Responsible for proposing and negotiating for space for promotional events in order to increase the sale and customer awareness
- Facilitating high retail standards & value of integrity, customer service, team work, work discipline, cost consciousness, respect for staff & organization and transparency
- Developing brand focus, reviewing and interpreting market response to facilitate product promotion including complete merchandising activities
- Ensuring maximum customer satisfaction by closely interacting with in-house and potential guests to understand their requirements and customizing products & services with optimum resource utilization
- Strategizing policies and procedures in the operating systems to achieve greater customer service; implementing the strategy, policy and working practice defined by company
- Recruiting and training new Sales Managers, and Retail Store Managers; planned the calendar and execution of various programs for various retail chains as per budget
- Streamlining budgetary control with Operations Team in managing the annual budget, planning & quarterly forecast process
- Analyzing last quarter outcome with forecast and identifying the actual status of the performance; revitalizing branding efforts and sales/marketing approaches through roll-out of strategies
- Driving sales in the assigned region while maintaining adherence to the budgetary & timeline by instituting changes in the existing distribution network and infrastructure
- Coordinating with strategic planning driving sales growth and margins across both existing and future clients; implementing the strategy, policy and working practice defined by company
- Developing initiatives to optimize operating models enhancing top and bottom-line performance; building relationships with customers to encourage repeat business and increased profit margins
- Identifying new business opportunities through research into emerging markets, consumer trends and potential growth areas

Personal Snippets

Date of Birth: 6th December 1988
 Languages Known: English, Hindi, Punjabi and Bhojpuri
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