

# CURRICULUM-VITAE

PONMUGHAM HOUSE  
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PALAKKAD, KERALA.679305

**AKHILESH P C**

## Career Objective

*Be a part of a dynamic and world-class organisation; add value to its talent pool while paving way for my professional success. Develop self and gain experience by taking additional responsibilities.*

## Work Experience

### A. MAX Lifestyle International PVT. LTD

- Period Dec 2023 to still continue
- Position Department Manager

### B. Trent Ltd, Zudio Store, Kerala

- Period Dec 2022 to Dec 2023
- Position Department Manager

### C. Reliance Trends Ltd, Trends Store, Kerala.

- Period Feb 2017 to Dec 2022
- Position C&A , Operational Team Leader , Visual merchandiser, BOH

## Job Profile

- To implement all systems that impact sell-through.
- Responsible for the smooth day-to-day overall operations of the office, completely responsible for Customer Service of the Store and Apparels department.

- To manage store output in terms of sellout metrics – sell out – value and volume, conversions, bills per invoice, asps.
- To manage customer experience at the store and ensure uniformity and to ensure high standard of quality in terms of service managed at stores,
- To train, motivate and manage staff and have them following all processes that ensure sales and loyalty.
- Sustain & enhance Brand image.
- Ensure that all processes for customer interaction are implemented.
- Manage customer feedback, complaints, audit survey result.
- Ensure proper implementation and roll-out of all promotion activation exercises.
- Run incentive schemes store contests to ensure that staffs remain motivated about their job.
- Store Management and adherence to Retail Standards.
- Responsible for store P&L
- Analyse the reports and Audit metrics to form training plans and other action plans that will result in better sales achievement.

**(a) Managing Section Efficiently:**

- Achieve the sales targets assigned for the department.
- Break down department targets, quantity target into sections and assign them to DM & CSA's in that section.
- Monitoring each staff target and Achievement

**(b) Ensuring Excellence in Customer Service:**

- Handle customer objections such as complaints, requests for refunds and any other objections.
- Provide information to the customer that the CSA is unaware of.
- Provide information on the stock availability to the customer.
- Ensure that customer feedback on the service and ambience are recorded either by the customer or themselves.

**(c) Ensuring a Great Shopping Experience:**

- Check if the stocks are neatly arranged on the racks and the section is dust-free. • Ensure that the floor in those sections is cleaned properly.

**(d) Managing Inventory:**

- Monitor the stock availability of new releases, chartbusters and customer requests in those sections.
- Ensure that the Auto-replenishment or manual orders are sent on time to the warehouse.

- Follow-up with the warehouse and the merchandising department on unfulfilled orders.
- Supervise stock receipts and ensure 100% checks are done.
- Inform the warehouse of any discrepancy and follow up with them and IT department to correct the documentation.
- Take the role of team leader during stock check for a particular section and ensure that the process guidelines are followed.
- Ensure sufficient stocks if a particular product in that section are part of a promotion.
- Make a schedule of timelines and responsibilities of the CSAs in various sections for indenting.

**(e) Implementing VM and Marketing activities:**

- Provide assistance to the store manager and ensure that the brief is followed.
- Ensuring that team members are aware of the marketing activity and how to handle customer queries.

**(f) Managing competition analysis:**

- Carry out regular visits to competition stores in the neighborhood.
- Provide feedback to the category on any differentiator products or special compilations in that section in the competitor stores.
- Check on any new initiatives or events, tie-ups carried out by the store, and visit the store during the event.

**(g) Providing feedback:**

- Collate the feedback given by the team on products and provide inputs for preparing feedback report.
- Create the various reports that are required by store manager / H.O.
- To ensure that any serious negative feedback is passed on to the Store manager / H.O.

**(h) Programs & Events:**

- Carry out regular competitions & events in the stores.
- Provide feedback to the store manager on those competitions & events.
- Schedule & plan events accordingly.

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**(I) Classes & Training:**

- **Conduct or host classes for the staff on various scenarios of retail.**
- **Future Learning & Development Classes (Selected as Train the Trainer)**
- **On customer service.**
- **Conduct training for them to improve themselves.**

### **Educational Background**

- **SSLC**
- **Plus two**
- **Bcom**

### **Language Proficiency**

<b>Speak</b>	<b>Malayalam, Tamil, English</b>
<b>Read &amp; Write</b>	<b>Malayalam, English</b>

### **Areas of Interest**

- **STORE OPERATION**
- **VISUAL MERCHANDISING**

### **Reference**

**Mr.Sumesh Cluster Manager (Reliance Trends Ltd), North kerala. Ph: +91 94954 07592**

**Mr.Anish Kumar NSO Cluster manager (Reliance Trends Ltd), Ph: +91 98954 40292**

**Mr.Ameer Ali Store Manager (Zudio Trent Ltd) Kerala Ph : +91 8655988687**

### **Personal Profile**

- |                        |                           |
|------------------------|---------------------------|
| • <b>Name</b>          | <b>Akhilesh P C</b>       |
| • <b>Father's Name</b> | <b>Krishnan Kutty P C</b> |
| • <b>Date of Birth</b> | <b>14/05/1996</b>         |
| • <b>Sex</b>           | <b>Male</b>               |
| • <b>Mother Tongue</b> | <b>Malayalam</b>          |

- **Nationality** Indian
- **Permanent Address** Ponumugham House  
Pottachira Nellya (PO)  
Palakkad Kerala 679305
- **Hobbies** Playing Football & Reading and Listening music.
- **Strengths** Friendly, enthusiastic with communication skill and Interactive With public and personals & self motivating nature, Right Level Of confidence, Positive Attitude.

## Declaration

*I hereby declare that the details furnished above are best of my knowledge and belief. If I am offered an opportunity to work, I will discharge the duties entrusted to me to the best of my capacity and to the entire satisfaction of my superiors.*

**Place :** PALAKKAD

**Yours Faithfully**

**Date :**

**AKHILESH P C**