



Dharmendra Tiwari



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Experience

10+years

Core Competencies

- ❖ Sales & Marketing
- ❖ Business Development
- ❖ Product Management
- ❖ Retail Store Operations
- ❖ Channel / Distributor Management
- ❖ Competitor Analysis
- ❖ Revenue Generation
- ❖ Market Research & Analysis
- ❖ Strategic Planning & Implementation
- ❖ Training & Development

Soft Skills



Scaling new heights of success and leaving a mark of excellence in
Sales & Marketing | Business Development | Retail Store Operations, preferably in **Retail Industry**

Location Preference: Ahmedabad / Jaipur/ Udaipur

Profile Summary

- **Retail Store Manager** offering **nearly 10 plus years** of experience in spearheading the overall process of management and decision-making to ensure the organization maximizes its short, medium and long-term profitability
- Engaged in exploring potential business avenues & managing marketing & sales operations for achieving the business targets; initiating market development efforts & increasing business growth
- Pivotal in identifying trends and ensuring stores are on the correct growth curve by creating periodic financial & sales reports; developing sales department budget, determining appropriate staffing levels and determining ideal marketing expenditures
- Successful in impacting organization profitability through strong decision-making and new business development
- Developed competency in establishing performance-driven culture that ensures personal ownership; led, guided, coached and motivated teams to achieve goals profitably

Academic Details

- Graduation form – Kota university (B.A.)-2017
- Higher Secondary Plus Two U.P. Bord in 2006
- Higher Secondary From U.P. Board in 2004

Work Experience

June 2020 to till with OSIA HYPER RETAIL LTD.

Taking care of business worth of 24 core annually & handling team size of more the 50+ people with additional to full responsibility of EBITA under **20000 sqf.**

Maxine runs a store like its own personal business, and is someone who always under promises and then over delivers. Sharp and switched-on mind and an impressive track record as a store manager & experience of working in a variety of retail fields such as FMCG, APPAREL, GM & F&V and is someone who can bring an assortment of valuable and in-demand skills to your operations. As a true professional & develop a sales culture amongst staff and ensure that each employee is adequately trained to carry out their job.

- Drive the topline and profitability of the store assigned.
- To control the shrinkage and F&V dump.
- Handling FSQA and safety audits by internal auditor.
- Ensuring total compliance with all store operational policies.
Plans, coordinates and executes all merchandise calendar direction, campaigns, sales, promotions in a timely manner.
Ensure all pricing, signage and displays are correct at all times.
- Developing Assistant Store managers.
- Keeping the store clean, organized and uncluttered.
Receives regular vendor deliveries and stocks correct at all times.
- Managing all retail activities within the store.
- Preparation of Documents like Stock Registers, Petty Cash Registers, Cashbook, Debit Vouchers, Delivery Orders, GRN and ABC forms.
- Manage Dump & Shrink in the store
- Ensure that business strategies are implemented in the assigned store.

APRIL 2019 to MAY 2020 Future Retail Ltd. (Easy Day Club Store)

I was working with FUTURE RETAIL LTD. as a Store Manager in the Operation vertical by adaption to changing market and consumer needs by empowering people to strive and deliver.

- BUSINESS- Stock Management, Ordering/Giving merchandise related inputs to the buyer, maintaining base stock levels for each SKU, ensuring that FIFO is followed, maintaining new stock and removal of expired/damaged stock & minimizing shrinkage.
- CUSTOMER- Handling Customer issues and giving them the best solution, ensuring that customer service standard is adhered by the CSR"s.
- PROCESS- Ensuring Planogram is strictly followed, ensuring all products have barcode, and Ensuring PICS is done on proper schedule, ensuring hygiene level as per defined standards.
- PEOPLE- Daily briefing the team, coach and mentor the team, conduct training for the team, planning shift and breaks in a manner so as to ensure adequate manpower on the floor, Ensuring grooming standard for the team.
- TRAININGS- Conducting trainings for the team member and brand staff regarding product and process.
- SALES- Responsible for achievement of daily, weekly and monthly targets, Ensuring that each team member achieves their individual targets at the same time motivate them to do the so.
- Cost- Optimization of cost by controlling variable and non-variable expenses.

Since DEC'17 –APR.19 with Vishal Mega Mart Retail Pvt. Ltd., Bikaner**Department Manager****Responsibility:**

Make Po According to Stock Management SOP
Follow-up to stock Receiving, GRC & Gate Entry within 48 hours
Coordinate to Vendor s for Stock, PO and vendor s Payment
Self-Decision to Create New Vendor & Registration in SAP,
Check daily offer s and other Activity in floor, make daily Zero Sale Reports and work on negative Stock, maintained daily and monthly feature plan & PI, Manage all Company Promoter s Attendance and rotational shift.

Dec'15 - Aug'17 with Reliance Fresh Retail Pvt. Ltd. Assistant Store Manager**Key Result Areas:**

- Handling 3000 Sqf. & taking care of business worth of **08 crore annually and having a team size 15 +.**
- Ensured the maintenance of the inventory, stock movement and products in accordance to the store Planogram
- Steered sales & marketing operations for promoting products and achieving business goal
- Reduced losses from pilferage & shrinkage
- Formulated MIS capturing the stock orders, minimum inventory and sales analysis
- Liaised with retail teams in the field to continually develop & improve store standard in the region.

Career Timeline

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|--|---|
| Since Apr'19- May 20 Future Retail Ltd. (Easy Day Club Store) Kota Raj. | Dec'17 – Apr'19 Vishal Mega Mart Retail Pvt. Ltd. Bikaner Raj. |
| Dec'15 – Aug'17 Reliance Fresh Retail Pvt. Ltd., Udaipur Raj. | April'10– Dec'15 Wal-Mart Pvt. Ltd. Kota Raj. |

Languages Known

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|---------|
| Hindi |
| English |

- Scrutinized daily sales report which entered by assistance and resolving issues related to the same

Highlights:

- Formulated & implemented a highly collaborative comprehensive strategy across assigned areas and throughout the product lifecycle
- Recognized for exceeding targets every year
- Assisted store manager in driving single-year sales growth and set a new record company-wide.

Previous Experience

April '10 – Dec'15 with Best Price (Wal-Mart India) Pvt. Ltd. As a Receiving Associate & Co-Ordinator.

Responsibility – all concept stock management and store admin audit and negative stock, stock inventory control. Inward, outward, others issue mailing, Co-ordination with supplier, Store short damage control.

Daily reports audit, Filing System, Mailing, Co- ordination with client, Follow up with vendors.

Work Skills

- Co-ordination with vendors
- Work Distribution & Follow up
- Filing Management
- Documentation
- Co-ordination with Local Vendors for Office Management
- Staff Profile Maintenance
- Mailing
- Stock Management
- Store admin work & inventory management.

Internship

Organization: Big Bazaar Pvt. Ltd.
Location: Kota
Duration: 3 Months

IT Skills

Software: MS Office (Word, Excel, PowerPoint) & SAP
Operating System: Windows 7, 8 &10

Personal Details

Date of Birth: 20th August 1989