



VIVEK GOSWAMI

• **Contact:** 91+9599917270 • **Email:** vivekgoswami20@gmail.com • **DoB:** 27th June-1988

• **Language:** English, Hindi & French

• **Permanent Address:** No-17, P.O-Laala Bazar, Almora, Uttrakhand, Pin.263601

Retail Sales & Revenue Generation

P&L

Inventory Management

Expertise in Retail Sales & Marketing | Product /Category Mngmt | E-commerce | Digital Marketting | Key A/c Mngmt | Business Development, also proficiency in formulating, developing and implementing yearly business strategies to ensure attainment of revenue goals and profitable.

PROFILE SUMMARY

- ▶ An accomplished professional with consistent success of more than **8 years** in achieving sustained revenue and profitability growth in dynamic & changing markets.
- ▶ Strategic inventory management led to 15% average extra cost saving on accessories within 12 months, which enhanced the bottom line.
- ▶ Received Appreciation Letter for Highest Accessories contribution in Q1 to Q3-2017 & Received Employee of the Year (2016-17)
- ▶ Provided leadership direction and mentored account management team on client strategies, market and competitor trends, retention, identifying leverage points and buyer influences .
- ▶ Having overall responsibility for marketing (Digital Marketting) ,media exposure and press releases in my designated area.
- ▶ Formulated plans translated product & business strategies into executable channel plans with a team of 70-80 members.
- ▶ Supported the sales team to make sure each individual was equipped, trained & to accomplish the company goals.
- ▶ An effective leader with excellent communication, negotiation and relationship building skills.
- ▶ Establishes retail environment that encourages positive customer experience and promotes realization of sales targets.
- ▶ Identifying and delivering all relevant / appropriate opportunities & Comprehending, interpreting and analyzing sales figures

CORE COMPETENCIES

P&L Management

Revenue & EBITDA Growth

Key Account Management

Business Strategy & Execution

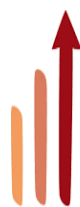
New Business Development

Strategic Alliances & Partnerships

Profit Centre Operations

Sales & Marketing

Team Building & Leadership



Sales & Marketing



PROFESSIONAL WORK EXPERIENCE

Company-
Designation-
Duration-
Company Profile-

FUTUREWORLD RETAIL PVT LTD (APPLE PREMIUM RESELLER & SERVICE PROVIDER)
Regional Business Manager (North & South)

Since May-2015

FUTUREWORLD (Apple Premium Reseller) has presence in 10 south East Asian countries it is a part of Thakral Group



FUTUREWORLD

Key Result Areas:

- *Involved in the setting of sales and financial targets of FW & Accountable for procurement & maintaining Business worth Rs.200 -220 Crore yearly*
- *Drive and scale Apple (FWRPL) India business across all Apple Product Lines & Accountable for E-commerce, Offline Retail & Corporate business.*
- *Reviewing and analyzing stock and sales reports, monitoring over and under stocks & also accountable for procurement & maintaining over all inventory*
- *Having overall responsibility for marketing, Digital Marketing ,media exposure and press releases in my designated area.*
- *Procurement tie-ups with vendors for Best quality brands–locally and internationally like Ferrari, Flippertech, Stuffcool ,Coosh, Switch easy etc*
- *Responsible for implementing effective business strategies for accomplishing business/ revenue targets, defining/ implementing operational standards pertaining to day-to-day business operations*
- *Responsible for creating innovative strategies and driving results across all products, while focusing on delivering an exceptional Apple experience for consumers within the retail channel.*
- *Skill in aligning budgets to business development operations; evaluate changing market dynamics and other related factors to realign business strategies for maintaining organizational P&L.*
- *Responsible for Ageing analysis, supply/demand alignment, projecting stock level, preparing MIS reports – store wise, category wise on timely basis.*
- *Play a central role in planning and analyzing the space productivity and implement merchandising in space allocations to maximize sales. Where in also execute and develop pre-season strategy & advice on vendor mix at different locations.*
- *Involved in establishing an organizational mission and formulating goals, corporate strategy, marketing objectives, marketing strategy, and a marketing plan in setting offers & promotions for business development along with marketing team*
- *Analyzes market and delivery conditions to determine present and future material availability, and prepares market analysis reports.*
- *Ensuring Consistency to score above 95% through administrative & operating procedures like incentive, lean initiative, Mystery audits & Quality Audits.*
- *Keeping and checking the visual merchandise as per the brand standards and in accordance to the Season.*
- *Responsible for Identifying locations for stores as per required process and quality and Understand Territory dynamics (demographics, consumer behavior, market understanding etc)*

Company- *COLOR PLUS (Raymond Fashion LTD.)*
Designation- *Group Store Manager (Cluster Manager)*

Duration- *January 2013 to April 2015*

Company Profile- *Color plus is one of the premium leading apparel brand. 20 years of giving India a new dress code called 'Smart Casual'. Built on trust, authenticity and innovation underpinned by an eye for detail and craftsmanship, to delight those who are astute judges of quality.*



Key Result Areas:

- *Responsible for store's daily operations, high-volume customer service, profit and loss management as well as setting, monitoring, and driving sales goals.*
- *Arranging regular training sessions and motivating team by involving them in making strategies to develop business for their respective store.*
- *Implement a retail plan for my area in line with company strategy.*
- *Recruited, interviewed, hired, developed, evaluated, coached and counseled employees.*
- *Ensured proper cash controls and loss prevention procedures were in place and followed.*
- *Promoted community engagement and marketing.*
- *Maintained store's appearance and merchandising with ongoing marketing campaigns.*
- *Increased store sales above target each quarter by analyzing daily sales and creating action plans to achieve.*

- Effectively managed store sales monitoring programs that included mentorship with associates on a per-shift basis to ensure maximum training was achieved.
- Actively recruited stellar talent by selecting, hiring sales associates and facilitated new hire orientations.

Company- *METRO CASH & CARRY PVT LTD*
Designation- *Assistant Manager (Business Development)*

Duration- *May 2011 to December 2012*

Company Profile- *Metro Cash & Carry is a leading German MNC in wholesale presence in more than 32 countries and more than 10 cities in Bangalore*



Cash & Carry

Key Result Areas:

- Looked after the retail works dealing with supermarket and decentralized markets.
- Applied self-devised proven strategies to increase the sales and improve the working.
- Being a part of the pilot team of corporate gifting and made it successful
- Responsible for Quality audits of Food department
- Worked closely with department heads and category team on slow moving products

PROJECT URDERTAKEN

- Six months industrial training from Radisson hotel by Carlson group
- Three months worked in N.S.O Ludhiana.
- Business monitoring audit support
- Customer service week support
- Project on Slow moving products in Fresh Depart.
- S.O.P to control loss on HORECA Billing.
- Accessories contest to improve store margins

PROJECT

PROFESSIONAL QUALIFICATIONS

- E –MBA from IMT Ghaziabad in 2018
- BHM IHM from Bangalore (N.C.H.M.C.T) in 2011

