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DOB: 12TH August 1980

CAREER OBJECTIVE

To be associated with progressive organization that gives scope to apply my knowledge and skills to take part in the team that dynamically works towards the growth of the organization

PROFESSIONAL EXPERIENCE

Franchise Head- December 2021 to Till Date.

Organization: Mamuni 9 International (Wrap Caffè)

Role and Responsibilities:

- Developed the whole concept of Wrap Caffè.
- Designing the franchise system for their expansion plan.
- Generating leads through various sources.
- Coordinating with prospect franchise partner and make him/her understands and follows each step of franchising.
- Assisting Franchise in finding suitable location.
- Taking care of all legal formalities need to be done with the Franchise.
- Setting up the s and making it operational.
- Coordinating with Training department to provide regular information and training to franchise
- Planning and Implementing all the ATL and BTL Level activities.
- Assisting in recruitment of team members and get them trained.
- Monitoring daily sales through MIS.

Franchise Head- NOV 2019 to Nov 2021.

Organization: MUMZEE CONSULTANTS (Healthy Food Kart)

Role and Responsibilities:

- Designing the franchise system for their expansion plan.
- Generating leads through various sources.
- Coordinating with prospect franchise partner and make him/her understands and follows each step of franchising.
- Assisting Franchise in finding suitable location.
- Taking care of all legal formalities need to be done with the Franchise.
- Setting up the s and making it operational.
- Coordinating with Training department to provide regular information and training to franchise
- Planning and Implementing all the ATL and BTL Level activities.
- Assisting in recruitment of team members and get them trained.
- Monitoring daily sales through MIS.

Achievement: Signed 45 franchise and 10 master franchise in span of one and half year.

Franchise Head- (Pan India) March 2017 to OCT 2019.
Organization: Nuture U Enterprises Private Limited (JOOST Juice Bar)

Role and Responsibilities:

- Generating Franchise Leads.
- Coordinating with Principal Company Boost Juice Bar Australia and implementing the franchise process in India.
- Meeting with Franchise prospect and analyse the prospect in terms of knowledge, financial capabilities and eagerness to start a brand.
- Make him understand and follow each step of franchising.
- Assisting Franchise in finding suitable location and then getting the location analyse in terms of foot fall and prospect of revenue generation.
- Taking care of all legal formalities need to be done with the Franchise.
- Setting up the store and making it operational.
- Coordinating with logistic department to regularize the supply of materials
- Planning and Implementing all the ATL and BTL Level activities.
- Assisting in recruitment of team members and get them trained.
- Monitoring daily sales through POS data.
- Additional responsibilities of leasing tie-up with leading food court management companies and corporates.

Current Achievements:

Signed up 16 franchise stores in eight different cities currently and 10 other franchise store signed up after launching of first lot of Franchise.

Got leasing terms and commercials reviewed in prime location. Also brought focus on revenue sharing model without minimum guarantee in leasing department.

Head- Sales- (Pan India) May2013 to Feb 2017
Organization: Global Vision Edu N Techno Solutions Pvt. Ltd.

Role and Responsibilities:

- Identifying the prospective areas, carrying out the feasibility studies to set up franchise Network.
- Set-up and established new franchisees and own branches in Pan India
- Setting up Admission target and Revenue target for each location and procedure of achieving it
- Taking all the ATL and BTL activities
- Designing the in-store promotional activities for new & special products.

- Designed training programs for the Franchisee Executives. (Support Function staff) which would help them in getting more admissions in region Evolved various processes and manuals for developing the franchise operations system.
- Established a strong team through continuous training.
- Develop and execute seasonal, short term and long-term strategies for business development and sales to drive success for the company.
- Lead, execute and implement sales strategies and enhance profitability.
- Communicate across-functionally between all teams and executive management.
- Lead, mentor, and develop associates to achieve company and organizational objectives.
- Drive promotional strategies that ensure financial success for the business.
- Manage relationships with franchisee partners.
- Lead the team for franchisee sales and development for the delegated region
- Set targets and manage performance of the team
- Ensure that product and sales strategies are effectively communicated with partners & end users.
- Study the potential for new franchisees.
- Developing Institutional Sales
- Developing corporate sales business.

Regional Manager (Sales-North/West), April 2007 to April 2013

Organisation: CADD CENTRE TRAINING SERVICES PVT. LTD.

- Negotiating with Investors and putting their business interest in to our scheme of things.
- Appointing Master franchisees with an investment capability of 1 crore and more
- Appointing franchisees with an investment capacity of 30 lacs and more.
- Leading a team size of 25 employees on role and 150 off role employees in North and West Zone.
- Completing all the formalities. (From Franchisee site visit to Memorandum of Understanding)
- Assisting Franchisee in recruiting faculties and other staffs.
- Developing Franchisees in getting business.
- Taking caring of the entire admission business.
- Interacting with school and collages to boost the admission procedure and tying up with them for in house sales
- Tying up with engineering manufacturing units to provide corporate training to their employees and vice versa getting our students placed in these units.
- Achieving overall admission targets with strategy and planning
- Accountable for business development part of franchise
- Planning and Achieving revenue targets of centers quarterly half yearly and annual basis.
- Developing Institutional Sales
- Coordinating with Training and Placement officers of various institutes and promote CAD education
- Developing corporate sales business.
- Taking care of academic training business in the region.
- Taking care of the training part of the faculties of Franchisee
- Controlling the billing and royalty collection part.
- Helping Franchisees in sales by giving presentation to corporate and institutions and closing the deal with them.
- Collecting renewal franchisee fees.
- Implementing a local sales strategy.
- Creating Business Plan and meeting agreed sales target
- Developing long term relationships with the reputed institutions and colleges.
- Tying with colleges and corporate to provide in-house training.
- Taking responsibility for the agreed sales Targets, budgets, cost and profit.

Achievement: Got Promoted from Sales Manager to Cluster Manager in April 2009.

Got Promoted from Cluster Manager to Regional Manager in June 2011.

Sales Manager-, May 2005 to March 2007
Organisation: Motilal Oswal Securities Ltd

- Accruing HNI and Middle Level Investors for MF, Insurance and Dmat
- Completing documentation part.
- Managing the sales and revenue generation part.
- Striking a working relationship with customers to generate business.
- Developing and following up with new customers
- Closing Sales and follow up subsequent documentation
- Extracting references from the existing customers

Achievement: Got Promoted from Relationship Manager to Sales Manager in June 2006.

Relationship Manager, Oct 2003 to April 2005
Organization: West East Financial Ltd

- Making cold calls.
- Selling D-MAT, Life Insurance, General Insurance
- Closing Sales and follow up subsequent documentation
- Extracting references from the existing custome

EDUCATION & CREDENTIALS

- **Bachelor in Information Technology:** Manipal University, Mumbai-2003
- **Higher Secondary Certificate:** NOS, Mumbai- 1999
- **Secondary School Certificate:** NOS , Mumbai-1997

COMPUTER PROFICIENCY

- Expert in MS Office and Internet
- Fundamentals of Computer: Aptech Computers

