

Raghvendra Pratap Singh

H.No. B6, 3rd Floor, Noida Sec. 22, Noida– 201301

E-mail: raghavudaypur@gmail.com

Handheld: +91 8588879070

---

### VERTICALS

Sales Operations | Revenue | Business Development | Customer Service Operations |  
B2B, B2C Sales | Account Management | CRM | Service Delivery | Transitioning | Partner  
Management | Operations Market Research | Warehouse Operation | Warehouse Manager |

---

### CARRIER OBJECTIVE

To secure a dynamic position in reputed organization, where I can constructively use my skills for their enhancement and for the development of organization

---

### EDUCATIONAL QUALIFICATION

- BSC from Awadh University.
  - Senior Secondary Education from Allahabad University, UP Board.
  - Secondary Education from Allahabad University, UP Board.
- 

### CARRIER OVERVIEW

- A competent professional with nearly 8 years of experience in areas like Reporting Sales and Operations
  - Strong communication & problem-solving skills with a knack to analyze business practices and define & document optimal procedures or practices.
- 

### Skills& Endorsement

- Modern trade/key accounts/Online sales management
- Marketing Activations
- General Trade sales & distribution management and Warehouse Operation Management.
- Team management and Capability building & Training of team

- Warehouse FIFO and Operation Management.
- Corporate sales management/Business development
- Setting/startup operations (planning to execution)
- New product launches
- Distributors/Dealer/Franchisee appointments and management

#### Interpersonal Skills

---

- Team Management
  - Management
  - Leadership
- 

### PROFESSIONAL EXPERIENCE

#### 4700BC Gourmet Popcorn as an Area Manager Operations and Sales (PVR GROUP)

-June' 13 to July' 19

##### Task & Responsibilities

Handling Team Size of 60 plus people having various roles and responsibilities.

Establish & maintains effective internal communications, including Team & supervisors meetings, to ensure optimum teamwork & productivity.

Ensure compliance with the company's policies and operational guidelines.

Optimize and oversee operations to ensure efficiency.

Creating and executing plans for department sales, profit and staff development.

Preparing and analyzing various reports related to sales, food cost, wastage, salary fixed/variable etc.

Accountable for overall annual business plan execution and achievement of the same by aligning the available resources in the best possible manner and takes regional/corporate support as and when required to achieve the job context.

Analyzing and planning restaurant sales levels and profitability.

Organizing marketing activities, such as promotional events and discount schemes.

Establish organizational structures Coordinate and monitor the work of various departments involved in production, warehousing, pricing and distribution of goods.

To set up a team of the required workforce in order to drive business in respective territory.

To execute reporting system in order to have better data management and have a proper analysis of the data.

Take decisions on matters related to day-to-day retail operation in stores

- Generating Monthly, Weekly and Daily order and procurement reports.

- Analyzing market and select products for hot deals.
- Analysis of historical data to build a robust sales model.
- Maintaining daily sales report.
- Handle North (Delhi NCR, Amritsar, Bangalore and Chandigarh) and west Region (Mumbai and Pune) More than 32 Plus store
- Contribute majorly in:
  - Opening new stores.
  - Report generation, validation for MIS.
  - Analysing customer purchase behaviour using their historical data and generating actionable insights.
  - Keep front desk clean, tidy and supplied with all the necessary supplies
  - Greet, communicate with and welcome guests
  - Keep the office in order
  - Answer all the customers' questions and address their complaints
  - Answer all incoming calls and redirect them or keep messages
  - Receive letters, packages and send them to appropriate destination
  - Prepare and manage outgoing mail
  - Check, sort and forward emails
  - Monitor office supplies
  - Place supply orders when necessary
  - Monitor and update records and files
  - Monitor and log office expenses and costs
  -

Saucery Foods PVT LTD an Assistant Manager Sales and Operations  
(July-19 to Nov-21)

#### Task & Responsibilities

- Negotiation on margins and pricing.
  - Generating Monthly, Weekly and Daily order and procurement reports.
  - Analyzing market and select products for hot deals.
  - Analysis of historical data to build a robust sales model.
  - Maintaining daily sales report.
  - Contribute majorly in:
    - Opening new stores.
    - Report generation, validation for MIS.
    - Analysing customer purchase behaviour using their historical data and generating actionable insights.
    - Key accounts/Modern trade role & responsibilities (Big bazaar, Modern Bazaar, Food Hall And GT)
-

### At Buyer/category level

New product listing and tot with category team

Sales planning and implementing in consultation with buyers and regular communication/negotiations with them

Making and executing specific customer micro-marketing plans- geography specific-based on customer feedback/understanding

Payment collections as per SOP and claims process in time

Distribution in maximum number of stores

### At Store level

Effective deployment of point of sales related collaterals in channels- visibility & sales aids

Deployment of store sales team, training as per agreed frequency

Execution with help of field force

Key accounts/Modern trade role & responsibilities (Big bazaar, Modern Bazaar, Food Hall and GT)

---

Tumble dry Solution PVT LTD Deputy Retail Manager  
(Nov-21 to Till Date)

- A dynamic professional with 7 years of experience in Retail Operations, Stock Management (supply chain management), Customer Relationship Management and Team Management.
- Presently associated with Future Group. as a Deputy Manager-Retail (Number of 200 store).
- An Out-of-the-Box thinker with a proven track record of achieving target, streamlining workflow and creating a team work environment to enhance productivity.
- An innate flair for accepting challenges, managing & leading operation functions and achieving the desired targets.

- An effective communicator with good presentation & interpersonal skills.  
Strong analytical, team building, problem solving abilities

---

## THE CORE COMPETENCIES

### Retail Store Operations / Stock Management (Supply Chain Management)

- Coordinating the Store promotional activities for new releases & special products.
- Conceptualizing day to day management of staff personnel and resolving problems.
- Handling demand forecasting & managing inventory, ensuring optimum inventory levels with channel partners to ensure timely deliveries to the customers.
- Handling Cash & card Issues.
- Mentoring the inventory of the department by maintain Global Count
- Controlling Shrinkage from shop soiled and shop lifting of the merchandise
- Observing the inward and outward process of merchandise
- Monitoring the dead and defective stock on the floor and requesting for RTV & RTW.
- 📁 Analyzing the supply chain operations and identify opportunities that will improve the KPIs like OTD (Order to Delivery).
- 📁 Working closely with distribution center or warehouse Team and customers to improve operations and reduce cost & always analyzing inward & outward of Products
- 📁 Ensuring the personal safety and safe working environment of staff.
- 📁 Extensive knowledge of coordinating all of the entities involved in a supply chain.
- 📁 An ability to handle the pressures arising from having to meet deadlines and targets.
- Achievement of Budgeted Plan Works out action plans/tactics to match requirement Competition mapping Identifies parameters to track competition.
- Ensures customers queries are addressed and complaints / grievances are resolved (I.e. moments of misery are converted into moments of magic).
- Floor presentation Understands the Visual Merchandising plan and customer buying process and translates the VM plan to match local needs and as per stock availability

### Sales Promotion

- Taking care of the sales & operations with focus on achieving sales growth.
- Handling sales promotional activities for new products while ensuring their availability, timely distribution.
- Organizing online sale promotion with the help of VM and marketing Team.

### Customer Relationship Management

- Ensuring customer satisfaction by achieving delivery & service quality norms.
- Attending to customer's complaints and undertaking steps for effectively resolving them.

### Team Management

- Mentoring, training & leading online functionaries to ensure sales and operational efficiency.
- Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst team members.

### Management Expertise

- Ability to guide individuals towards goal achievement using negotiation, teamwork / collaboration, motivation and staff development skills.

Develop strong inter-personal relationships with the team to cohesively bond them together.

Single point of contact with the team and senior management through effective communication on key deliverables and soft issues.

Resource utilization

Productivity enhancement by training, staff motivation

Management Reporting to senior management

Inspirer, mentor and coach

Strategic change management

### Operational Experience

- Design, definition and enforcement of strategic work, process and policies.
- Modify Operations as needed to meet Service Level and to meet sales target.
- Focus on continuous improvement of program performance by analyzing monthly sales results.
- Robust Monitoring approach to ensure the customer retention policy is followed.

### KEY SKILLS

- Retail Store Operations
- P&L Management

- Customer Service Excellence
- Teambuilding/Training/Supervision

- Budgeting & Cost Controls
- Shrink Reduction/Loss Control
- Competition Mapping

- Inventory Management
- Merchandising strategies
- Marketing & promotions

---

### NOTABLE ATTAINMENTS

- Protecting Company Stock from Pilferage & Excess Inventory
- Reduced the shrinkage of the department and brought down to 0.4% of sale
- Monitor the targets of the stores and ensure that targets are achieved within given period of time
- Coordinate with the projects and VM team also for the smooth functioning of the stores.
- Focusing on fast moving product and increasing the bottom-line for the Store.
- Received certificates for enrolling Highest loyalty programmed in a month for the Department
- Being a lifestyle store, introduced various concepts in Visual Merchandising which were not practiced before and thus, enhanced sales contribution.
- Smoothly handling of customers objections.

### Personal Information

Father's Name	:	Mr. Shiv Shankar Singh
Mother's Name	:	Mrs. Seeta Singh
Date of Birth	:	08th April, 1996
Nationality	:	Indian
Marital Status	:	Married
Languages Known	:	Hindi & English

---

### DECLARATION

I hereby declare that all the information provided is correct to the best of my knowledge, at any time if found wrong, I am liable to be prosecuted and my candidature should fail.

Date: .... /.... /.....

Raghvendra Pratap Singh