



VIKRAM SINGH

14 Plot No.Survey No.9, 38,F-603 Florida River Bank Keshav Nagar Road,Mudhawa,Pune,Maharashtra 411036

Cellular +91-9599699830

vikram_office@yahoo.co.in

vikram0003@gmail.com

Professional Profile

Sales and Marketing Professional with 6+ Years of Work Experience of Product Sales, Promotions & Customer Service in Retail Industry. Background Includes Sales & Operations Management for Both Company & Franchise Owned Outlets.

- Documented Record Of National Top Performer In Retail Sales.
- Top-Ranked Retail Sales Manager With A 6+ Years History Of Success In Gross Acquisitions
- Recognized For Contributions to Record-Setting Sales Figures & Beaten All Past Sales Record At SSIPL LIFE STYLE, BHARTI*WALMART, Landmark Group, JDS Apparel & Future Group.
- Worked For Different Roles In My Career History Like, Department Manager, Team Leader & Shop Manager.

Experience

Central, Future Lifestyle Fashion Ltd. Future Group Dec'2015 to Dec 2018.

Department Manager – Multi Branded Retail Sales

Store size: 55000sq.ft

Team size: 70

- Achieving the daily sale targets
- Handling 16500 approx sq. ft. area (i.e. Youth (Men's), Kids & Footwear Category)
- Maintaining high level of Customer Service
- Shrinkage control
- Inventory Management
- Team Management
- Ensuring the department's display is as per the standards
- Customer Retention
- SOP compliance

JDS Apparel, Delhi, Sep 2014 To Dec'2015

Floor Manager – Multi Branded Retail Sales

Store size: 25751sq.ft

Team size: 72

- Monitor the upkeep of merchandise in the category allotted.
- Offer help to the customers and coordinate with the team to close the sale.
- Monitor the maintenance of the assigned floor area.
- Communicate the on-going schemes to TLs and ensuring the same is escalated at CSE level.
- To coordinate and assist the Marketing Manager in the windows VM, section display and ensure merchandise at the store is as the VM guidelines.
- Maximize sales of the category by cross and up-selling.
- Loss prevention and shrinkage control.
- Impart training to new and existing floor staff as per calendar.
- Ensure all services related requirements are line such as billing cashiering, CRM and its stationary etc. and communicate timely to ASM.
- To ensure sufficient number of staff is available during the day.
- Checking staff grooming and discipline of their assigned division.
- Maintaining their respective concept's back stores.

Landmark Group, Oman Muscat, Oct 2012 To Sep 2014

Department Manager – Branded Retail Sales

Store size: 15747 sq.ft

Team size: 35

- Chief responsibilities pertain to Business Development, Sales & Operation, Customer Services, Stock Evaluation and

VM.

- Handling 15747 sq. ft. area (i.e. Men's, Ladies, Children Clothing's, Acc. & Footwear)
- Review of targets & dedicated efforts for achievement.
- To ensure that right stock is available at right time.
- Working on the reports and the analysis for better performance.
- Analyzing marketing trends and tracking competitors' activities and providing valuable inputs for product enhancement and fine-tuning sales & marketing strategies.
- Guiding, training & motivating team to accomplish set revenue and business targets.
- Supervising customer service operations for rendering and achieving quality services as well as optimizing customer satisfaction levels and generating additional revenues for business.
- Assessing customer feedback, evaluate areas of improvements & provide critical feedback
- Controlling of store expenses & damage to increase store profitability
- Leading, mentoring & monitoring the performance of the team to ensure efficiency in business operations, meeting of individual & group targets
- Creating an environment that sustains and encourages high performance, motivate team in optimizing their contribution levels
- Ageing of merchandise & their liquidation.

Bharti Wal-Mart (D) Ltd., Bijnor, Delhi July 2011 to Sep 2012

Retail Sales Manager (Team Leader) - Branded Retail Sales

Store size: 5000 sq.ft

Team size: 25

Managing Sales & Operations of Multiple Company Owned Retail Formats At Delhi. Responsible to deliver and drive profitable neighborhood stores in the given geography while maintaining high customer service experience and adhering to processes, policies and guidelines.

- Company's Targeted P&L while maintaining everyday low prices.
- Working on different reports to analyze the different aspects.
- Regularly giving the training of the different process to the associates.
- Monthly-wise doing cost inventory of the perishable sections to know the month wise P&L and inventory.
- Do all cash office processes.
- Roistering the staff's week off /leaves as per manpower presence.
- Regularly do CSR activities at least to work upon being the society we serve. (Ex-cleanliness of nearby areas, blood donations etc.)

SSIPL Life Style Pvt.Ltd, Delhi June 2009 to June 2011

Retail Store Manager - (Branded Retail)

Store size: 1500 sq.ft

Team size: 6

- Drive *top line sales* through ensuring Up Selling, Cross Selling, Repeat buying, Store Hygiene, city level store promotions planning etc.
- Delivering the desired *Customer Service* standards at stores through Training, Coaching, measuring the CS standards and minimizing the gaps, driving strong CS culture through continuous reinforcement.
- Ensure effective *process deployment* in order to have operational efficiency and to deliver desired look, feel and customer experience in the stores.
- Ensure high *in stock* levels through effective inventory management, and monitor in store replenishment system and processes are followed.
- Assortment, adjacencies, promotions, display. Identifying training needs on efficient *merchandising* for associates. Ensure proper merchandise handling and mitigate shrink areas.
- *Leadership Motivate*, develop and build teams inculcating co. values and culture. Performance appraisal, Training, Goal setting, Succession planning. Review and drive people processes in the stores.
- Lead and monitor the execution of *Store Promotional activities* as per the plan.

RPG – Spencer's Retail Hyper, Mumbai, July'2008-Sep'2008

Management Trainee

Team size: 30

Project Title: Distribution Channel to Store Logistics: The Backbone of Retail Company

Honors and Awards

Topped In inter-store premier league

- SSIPL LIFE STYLE, Delhi, Dec 2010
- Ranked No.1 In inter store premier league contest.

Placement committee

- IIM, MUMBAI, Dec'07 to Feb'09
- Honored with "placement committee" by Mr. V.M Handa -Corporate director

Top Store Manager

- Honored with "Manager of the month" in NOV'13 Award By COO Mr. Clive Freeman
- SSIPL LIFE STYLE, Delhi (Dec 2009 Till Jun 2011)
- Ranked No.1 Store Manager Across pan India In Overall Performance
- Top Performance Individual
- Best in visual merchandise (VM) in the month of Jan'2011.
- Honored with "Top Performance Individual of the Year" Award By GM Mr. Love Gulati.

Certificate of Excellence

- Bharti Wal*mart., top scorer below .05% in terms of internal audit Jan'11
- Honored with "Certificate of Excellence" *for team leader* By Mr. Riju Vashisht - EVP People

IT FORTE

- Working knowledge of MS-Excel, MS-Word, MS-Power point.
- Worked on SAP – ERP ORACLE different software SMART, SHOPPER and KAPSON

Training and workshop:

Business Etiquette and Grooming, August 2008 to September 2008

- Ecole Solitaire, Mumbai

Consultative Selling skills, January 2008 to June 2008

- Stratecent Consulting, Mumbai

Educational Profile

- **PGP - M.B.A., Retail & Marketing, March 2009**
Indira School of Career Studies - IGI, Mumbai First Class
- **B.Com, March 2006**
University of Allahabad, Uttar Pradesh Second Division
- **HSC, Commerce, March 2003**
Government inter college, Allahabad, Uttar Pradesh First Division