



Subramanian Krishnan

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Objective

To secure a Challenging Position in an Esteemed Organisation, to expand my learnings, skills & knowledge, while making an significant contribution to the success of the Company.

Professional Strengths

- Productive, decisive with strong leadership skills. Proactive, customer centric approach. Organized, effective time management. Proficient Data Analyst, planning and execution. Goal-oriented, confident with good sense of responsibility. Enthusiastic, a quick learner. Adaptable, handle multiple tasks. Innovative, problem solving. Ability to coach and lead successfully. Creative, excellent in verbal and written communication.

Projects

- Genesis ORACLE ERP Roll-Out**
Core Team member of Genesis Oracle ERP Roll-Out in Oman Region. Implementation through rigorous Training with Mr Anindyo Naskar.
- Babyshop Franchise Store at Almathy (Kazakhstan)**
Lead the team to successfully launch our first Babyshop Franchise Store in Europe Region, Almathy City of Kazakhstan with Mr William Terrance.
- ONECP Module Roll-Out**
Successfully implemented ONECP Module while making significant changes in Stock, People & Customer Management.

Experience

- Centrepont - Landmark Arabia KSA - Jeddah Region** September 2020 - August 2021
Business Manager
CP Dome Mall with 85,000 Square Feet & Average Sale AED 210,000.
Lead First ONECP module store in KSA successfully & received 'License to Operate' Certification.
In FY 2020 – 21 uplifted store sales growth by 9% in comparison to PY with Budget Achievement of 89%.
In Ramadan 2021 (29 Days) my store turnover was the best in terms of revenue generated among all KSA Stores with Average of AED 325,000.
Achieved 92% satisfactory result in Internal Retail Audit conducted by the Corporate Team, 95% score in Customer Satisfaction Survey & above 96% Loyal Customer's Retention Rates.
Lead Omni Channel Business to deliver satisfactory fill rates above 85% in CnC & STH.
Store operated without any disturbance or closures during the Pandemic with 3,000 Average customers walk-in.
- Babyshop - Landmark Arabia KSA - Jeddah Region** April 2018 - September 2020
Area Manager
5 Shops with Total Area of 65,000 Square Feet & Average Sales AED 130,000.
Drive Sales and ensure all Key parameters of Store Operations are inline concept norms.
Weekly Sales Review with respective Store Manager's, Providing SMART action plans for execution.
Plan & Execute Store wise Promotions, CRM activities in coordination with Regional Head & Marketing Team.
Planning & execution of Store wise Staff Deployment module during Nationalization transition in Saudi Arabia.
Execution of department layout for Seasonal Launches, Event & Promotions. Coaching Professional Skills to all Staff members & Focus on their Self-Development.
Reduced Shrinkage Percentage & Increased Sales Contribution of the Brand within the Centrepont Mall.
Monitor & curtailing over-head expenses of the Store. Effective coordination with other entity's of the Business to enhance the Store Operational efficiency & Sales.
Actively involved in Store Opening / Store Closing activities in the Region.

- Babyshop - Landmark Group Oman Operations** June 2012 - September 2017
 Area Manager
6 Shops with Total Area of 97,000 Square Feet & Average Sales AED 260,000.
 Sales Budgeting & Weekly reviews with respective Shop / Department Manager's with Stock cover details.
 Maintaining Synergy across all the Stores in different cities Viz Muscat, Sohar, Salalah, Ibri, Sur, Rustaq through consistent Store Visits, Coaching & Mentoring Store Team towards Brand Expectations.
 Oversee Staff Productivity, Recruitment, Training requirement's & Conduct Appraisals at regular intervals.
 Identify New Opportunities for Business Development & Actively involved in New Store Openings in Region.
- Babyshop - Landmark Group Oman Operations** March 2008 - June 2012
 Inventory Controller
8 Stores with Total Area of 108,000 Square Feet, Average Sales AED 410,000.
 Generate, Compile Reports related to Daily Sales, Event Wise Comparison Reports. Season, Brand & SKU level Sale Thru Reports of all departments on Weekly Basis.
 Plan & Execute Purchase, Sales Budgets for the New Financial Year. Scheduling Events & Promotions based on Previous Year trading calendar & procuring approvals from Regional & Corporate Finance Team.
 Actively involved in New Store Opening & Renovation by planning & ordering Stocks, Fixtures & Consumables.
 Coordinating with Local Supplier for Stocks & Generating Purchase Orders' on Weekly basis.
 Purchase Retail Consumables & Non-Trading requirement from Concept Office on monthly basis.
- Babyshop - Landmark Group Oman Operations** July 2007 - March 2008
 Assistant Shop Manager
Babyshop - CP Ruwi with Retail Area 13,200 Square Feet, Average Sales AED 34,700.
 Achieved 18% LFL Sales Growth on PY & Budgeted Sales Achievement of 105%.
 Training & development of Nationals & Expatriate Staffs from different origin's.
 Reduced Shrinkage and Operational Cost with accurate planning and effective execution.
 Handled Cash related operations of the Centrepont Mall in the absence of Mall Manager.
 Coordination with Warehouse Team for timely deliveries & replenishment of Stocks.
 Coordinate with Department & Concept Manager's for all aspects related to business development.
 Attended to Customer Grievances and Resolve them in ordinance with Company Policy's & National Law.
- Babyshop - Landmark Group Oman Operations** June 2003 - June 2007
 Toys Department Manager / Senior Sales Associate
Babyshop CP City Centre & CP Al Khuwair with Retail Area of 9,000 Square Feet.
 Recognized as "Best Employee of the Month" during this tenure. Promoted to Senior Sales Associate within the span of 2 Years.
 Pricing & allocation of all new stocks received in Territory, Compiling Discounting Strategy for Sale / Promotions, Reorder of Local Suppliers Stocks.
 Regular Shop visits to Review displays, Guide & Train Department Heads. Inter Store SKU level Stock Consolidations based on their Sale Thru.
 Tracking of all incoming shipments & prioritizing them to Shop Floors. Regular visits to Warehouse while ensuring that there is no loss of opportunities on the shop.

Indian Operations Experience

- Senior Sales Associate (2001 - 2003) - **Lifestyle International Pvt Ltd** First Store in Bangalore & Sales Associate (1999 - 2000) - **Music World from RPG Group** First Store in Bangalore.

Personal Details

- Date of Birth : 3rd September 1977
- Marital Status : Married
- Nationality : Indian
- Passport Number : R4802630
- Education : Bachelor Degree In Commerce from Bangalore University
- Languages Known : English, Hindi, Kannada, Tamil, Malayalam, Arabic.

Skills

- Leadership, Result Oriented, Fast Learner, Innovative, Planning, Execution, Adaptable, Communication, Time Management, Training, Mentorship, Microsoft Office.