

# BHAVIN JAYANTILAL JOGI

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## 11 years+ experience in FMCG & CDIT Retail/Wholesale/Category Management/Business Analyst Seeking senior level managerial assignments with growth oriented organisation

Expertise in developing & managing retail/wholesale channels, in order to achieve the required market share, revenue and profit for the organisation. Possesses in-depth knowledge of designing entire product range including brand, category and product mix. Excellent interpersonal, analytical, computing & negotiation skills.

An out-of-the-box thinker, contributing towards enhancing growth in business volumes, with a flair for charting out marketing strategies. Adept in managing overall profitability of operations and accountable for strategic utilisation and deployment of available resources to achieve organisational objectives.

### CORE COMPETENCIES

#### Big Data and Analytics

#### Strategic Planning

#### Financial Budgeting & Reporting

#### Retail /Wholesale Operations

#### Business Development

#### Space, Category& Inventory Management

#### Vendor Management

#### Visual Merchandising

#### Team Management

#### Training & Development

- Managing business operations with focus on top-line & bottom-line performance and expertise in determining company's mission & strategic direction as conveyed through corporate policies.
- Implementing sales promotion plans & new store concepts to generate budgeted sales.
- Coordinating in-store promotional activities for new releases & special products.
- Handling price management based on store formats, city clusters and margin management through price benchmarking.
- Devising strategic planogram to offer not only a wide assortment to the consumer but also leverage the business objectives of the organisation.
- Implementing management systems in the organisation & ensuring compliance with the process requirements.
- Taking adequate measures to monitor and analyse the performance of vendors and other units pertaining to cost, quality and delivery norms.
- Building and maintaining healthy relationship with channel partners; supervising collection status for ensuring zero outstanding.
- Directing the development and implementation of key procurement strategies / contingency plans for Goods.
- Analysing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies. Formulating strategies and reaching out to the unexplored market segments / customer groups for business expansion.

### CAREER CONTOUR

April 2017 – till date

Infiniti Retail Ltd "CROMA" – Mumbai Support Office – Manager – Finance Planning & Analyst

Aug 2012 – March 2017: (4 Years 8 months)

Infiniti Retail Ltd "CROMA" – Mumbai Support Office –Asst. Manager – Finance & Business Development (Cash & Carry)

#### Key Deliverables: Finance Department – FP&A – Dec 2015 onwards

##### Company Budgeting – AOP – Corporate Planning & Budgeting

- Gathering, assembling, formatting data and preparing preliminary analysis for budget preparation; assisting in preparation and presentation of preliminary and final budget documents; preparing budget presentation materials and maintain data and systems for budget tracking and reporting
- Review and consult with respective department staff on final budget preparation and presentations. Inform Head of Departments of due dates for the submission of budget
- Prepares narrative, graphical and statistical reports with alternative solutions for resolving issues; uses computer software to develop and maintain databases and spreadsheets
- Conduct training regarding budget preparation
- Evaluate the relationships between major program changes and the financial status of organizations
- Examine past budgets & Create a consolidated budget version for management approval

##### Company Management Information System (MIS) – Monthly and Quarterly

- Preparing Monthly Operations Report including Company P&L, Store Wise/Channel Wise/Category Wise Performance
- Analyzing monthly department budgeting and accounting reports to maintain expenditure control
- Developing expenditures and revenue forecasts
- Highlight key point on performance vs budget, Consult with managers to ensure that budget adjustments are made in accordance with planning activities
- Cost Analysis & CODB Analysis – Fixed Cost (Rent, Employment Cost, etc.), Variable Cost (R&M, Electricity, etc.)
- Operations parameters analysis - Compare Current Year performance vs Budget and Previous Year
- Co-ordination with respective departments for timely publishing of the operations report.
- Comparing actual to budgeted results at the end of each reporting period, and report on significant variances
- Storing, Preparing and arranging financial & operations data for Internal and External Audit Review (Limited, Quarterly & Annual)
- Generate sales & stocks, COGS, CODB reports, summarizing financial data (such as income statements, cash flow statements and balance sheets) for the use by executives, managers and other stakeholders when making business decisions

##### Company Financial Analysis & Modelling

- Maintaining user confidence and protects operations by keeping information confidential
- Conducting cost/benefit analysis & Business case development
- Keeping financial data secure, and documenting activity and procedures for future reference
- Help others understand how new laws, regulations and developments will impact businesses in the finance sector

- Perform cost-benefits analyses to compare operating programs, review financial requests, and explore alternative financing methods
- Develops problem solutions by describing requirements in a work-flowchart and diagram; studying system capabilities; analyzing alternative solutions
- Analysis of Quantitative Data – Company Financials & Economic Data; Qualitative Data – Store Visits, Interviews
- Helps maximize the profit potential for a retail store, By analyzing inventory risks and opportunities, and implementing inventory allocation strategies, the merchandising analyst improves cash flow and increases profit margins
- Presenting data in charts, graphs, tables, designing and developing relational databases for collecting data and building or designing data input or data collection screens.

#### **Significant Highlights:**

- Weekly sales and margin reporting to operations, buying, marketing, finance to keep a track on promo cost utilized vs budget
- Inventory analysis & valuation, Extended Warranty sales analysis
- Rent Analysis (Fixed and Variable)– Impact of new service tax law

#### **Key Deliverables: Business Development (Cash & Carry) Aug 2012 to Nov 2015**

- Accountable for Annual Sales Turnover of **150cr +** @ Gross Margin of 5% for CDIT Products (Across All Categories).
- Builds market position by locating, developing, defining, negotiating, and closing business relationships.
- Locates or proposes potential business deals by contacting potential partners; discovering and exploring opportunities.
- Markets Covered – All India (Except East India).
- Keeping a track of accounts receivable and follow-up for payments on timely basis.
- Customer Profile Include – A /B/ C Class Dealer, Online Retailers, Chain Stores.
- Post Sales Experience – Happy Calling to Customers for maintaining Business Relations.

#### **Significant Highlights:**

- **Business Growth year on year – Last 3 year performance –**
  - **from Rs 25 Cr (2011-12) -> Rs 65 Cr (2012-13) -> Rs 125 Cr (2013-14) -> Rs 150 Cr (2014-15)**
- Only Profit Making Department of the Organization. **Gross Profit – Rs 5 Cr - CODB – Rs 0.5 Cr**
- Developed New Process of keeping a check on Accounts receivable. – Clearing O/S every day.
- Liquidation of – Ageing / Discontinued Inventory / Defective stock / Store Display Products through dealer partner.
- Developing New Products Category for Dealers and make sure they grow into new category.
- Developing & Implementing of Cash & Carry Business Process Note & Technical Detail.
- SAP Role out in Cash & Carry Department.

#### **Jul 2011- Jul 2012: (1 Year & 1 Month)**

##### **Reliance Digital Retail Ltd – Mumbai Corporate Office – Deputy Manager – Merchandise Planner**

#### **Key Deliverables:**

- Accountable for Annual Sales Turnover of **200cr +** for Home Appliance Category (Washing Machine & Microwave Ovens).
- Responsible for reviewing stock to sales ratios, responding to changing sales trends, and ensuring plan sales, plan mark-ups, and plan markdowns are achieved for every week.
- Planning & buying of merchandise based on sales plan, historical, reoccurring buys & current inventory levels.
- Rolling out effective processes in order to plan improvement in appropriateness of merchandise / assortment
  - Price Laddering, Sales Productivity, Like to Like Growths, Brand Mix, Category Mix.
- Strategy on pricing and promotional activities throughout calendar year.
- Evaluating Store Sales Reports, Assessing market surveys, competition strategies & customer feedback reports.
- Co-ordination with various departments like Inventory, Marketing, Store Operations, Training & Development.
- Keeping records of all the goods and supplies of the store & warehouse, Inventory Scan.
- Negotiating with vendors and suppliers for the best rates for purchasing merchandise & maintain healthy business relationship.

#### **Significant Highlights:**

- Effectively rollout of Planogram / assortment strategy. By maintaining the assortment mantra of using pricing laddering & sorting product features as relative to the given store space. (Shop, Keep & Drop Strategy)

#### **Jan 2010 - Jun 2011 (1 Year & 6 months):**

##### **Future Value Retail Ltd - Food Bazaar - Mumbai Team- Sr. Executive – Category Team**

#### **Key Deliverables:**

Responsible for functioning of Processed Food & Home Personal Care Category, spanning the following objectives:

- Category Annual Sales of **150 Cr**, catering to more than 25 Stores across format in Mumbai.
- Single headedly focus on International FMCG Category for Mumbai. Annual Sales **Rs 25 Cr+**
- Effectively rolled out, phase-wise various FMCG Brand for Central Warehousing Procurement at (*Asia's First Fully Automatic Integrated DC for FMCG* - Release ARS PO to vendors & ensures stock delivery).
- Reviewing Target & Actual - Sales & Margins throughout the Business Cycle.
- Ensuring Stores maintaining Minimum Level of Net Margins through regular **Check on Margin Leakage**.
- Reviewing Weekly / Monthly / Quarterly Category Sales & Margins Track, Top Selling SKUs.
- Complete responsibility of products which are purchased under my Authorization.
- Maintaining healthy relationship with Stores, Vendors & HO Category to maintain Business Decorum.
- Responsible for timely ordering for key brands and promotional product for every store & ensuring delivery till floor displays; giving training on display techniques and re-layout of section where every required at stores.
- Coordinating with SCM Team (Internal / External) to make sure timely replenishments and availability of Stocks.
- Maintaining Stock cover of not more than 15 Days at stores; optimally use of local vendor as suppliers where every possible.
- Keeping a regular check on inventories through centralized data warehouse and ordering process.
- Catering to all classes of consumers, Understanding the Consumer Behaviour and ensuring the product visibility at stores.

- ♦ Maintaining price check at point of sales and clearing issues related to price mismatch.
- ♦ Undertaking registration of new vendors / negotiating for offers / basic cost price and maintaining same on back end systems.

#### **Significant Highlights:**

- ♦ Got Award for Best Sales during 26<sup>th</sup> Jan 2011 **34 Crs in 5 days – (Mumbai Region)**
- ♦ Effectively resolved the issue Pending Payment of Rs. **0.26 Cr** (Issue 6 months Old) - Universal Corp. Inc. (Imported FMCG)
- ♦ Successfully identified new Suppliers for international foods for Imported Dairy Products – Link International / Sreeji Agencies.
- ♦ Introduced International Sales Tracker to give timely report to management & stores on sales & margin growth

#### **Jul 2006 - Dec 2009 (3 Years & 6 months):**

##### **Pantaloon Retail India Limited**

#### **Growth Path:**

<b>Apr'09-Dec'09</b>	<b>- Department Manager (Store Operation)</b>	<b>- Food Bazaar</b>	<b>- Mumbai</b>
<b>Apr'08-Mar'09</b>	<b>- Sr Executive (Category Management)</b>	<b>- GM – Stationery</b>	<b>- Mumbai</b>
<b>Jul'06-Mar'08</b>	<b>- Department Manager (Store Operation)</b>	<b>- Food Bazaar</b>	<b>- Ahmadabad &amp; Mumbai</b>

#### **Key Deliverables:**

- ♦ Accountable for increasing sales growth; rolling out effective processes to improve appropriateness of merchandise.
- ♦ Ensured that NO STOCKS moves out of the store, as per the Standard Operations Processes; developed systems to control pilferage / shoplifting, damages on floor, with the help of staff.
- ♦ Developed awareness about the organized, unorganized retailing segments & identified their strength and weaknesses.
- ♦ Formulated policies and processes to make Customer Service more customers friendly and effective.
- ♦ Maintained healthy relationship with Stores, Vendors and Head Office Category to maintain Business Decorum.
- ♦ Catering to all classes of consumers & during festival period ensuing additional promotional activity @ zonal level apart from national offers / promotions; visited store to understand the catchments / market area of a store (Maharashtra & M.P.).
- ♦ Maintained price check at Point of Sales and clearing issues related to Price Mismatch.
- ♦ Supervised the fixed assets in the store, the material for maintenance as and when needed.
- ♦ Maintained the look of the store in consultation with the visual merchandiser.
- ♦ Analyzed space allocation category-wise with respect to the sales generation, & stock capacity.

#### **Significant Highlights:**

- ♦ Actively involved in
  - Reintroducing the Faber Castle Brand in Big Bazaar by resolving their total outstanding discrepancy. – **Rs 1 Cr**
  - Fortune Oil Brand Supplying only at Food Bazaar Lokhandwala (through distributor), when Adani Wilmer had stopped supplying to Food Bazaar Chain due to commercial issues.
- ♦ Identified supplier for Globes (schooling / office) – As Purchases from existing suppliers were discontinued.
- ♦ Effectively streamlined:
  - NOL list (Never Out list) - to ensure key products availability is always present in the stores.
  - POM (Product of Month)-to enhance product awareness & create department eye-catching with some promotions going on.
  - Weekly Sales Trackers to give timely report to management & stores on sales & margin growth.
- ♦ As Department Manager in Food Bazaar Lokhandwala of the Department achieved targeted Sales of Rs. **0.40 Cr** in 3 Days during Jan 2008 – **National Ranking # 1** in Food Bazaar (Awarded with Letter of Appreciation)
- ♦ Solely executed Parker Pens Sales of **Rs 0.25 Cr** to BSNL; sourced from Delhi to destination Mumbai & customise whole packaging & pen with BSNL Logo & Best Wishes along with token of key chain.
- ♦ Formulated best operational efficiency by cost control of Store Food Bazaar Evershine Malad & got the store quarterly audit rating (commercial & operation) from **Red Zone** to **Green Zone**.

### **SCHOLASTICS**

- ♦ **Executive Certificate Program in Business Analytics** and Big Data from IIM Kashipur in 2017 **with 53% (batch size +150)**
- ♦ **Post Graduate Diploma in Retail Management (Full Time)** from SIMSR in 2007 with 70% **1<sup>st</sup> in Batch**
- ♦ **Bachelor of Management Studies (Marketing)** from Mumbai University in 2005 with 70% **Distinction**

#### **Accolade:**

- ♦ Best Creative Personal during for Event Management throughout all 3 Years bachelor degree.

### **KNOWLEDGE PURVIEW & TECHNICAL SKILLS**

- ♦ **Big data ecosystem and analysis:** text, sentiment and social network analysis, market basket analysis, data visualization
- ♦ **Modelling:** Regression, classification, clustering, ensemble, structured and unstructured data
- ♦ **Tools** – SPSS, Palisade, @RISK, R, python, Gephi, Tableau, Big data eco-system, Hadoop, impala, hive, AWS
- ♦ **SAP Retail (Retail MM & Finance Module), Business Object and Business Information Warehouse (BO/BI)**
  - Purchase Management / Procurement / Creating PO / Consignments / ARS
  - Sales Order & Invoicing for Customer / Customer Master / Customer G/L Accounting / Payments
  - Vendor Management / Payment Handling Sales Data / Tax Data maintenance
  - Reports and Analysis / Merchandise Hierarchy Records / YOY Growth
- ♦ **Excellent competency in Windows OS and MS Office – Word, Excel and PowerPoint and Star Office.**

### **PERSONAL DOSSIER**

Date of Birth	: 20 <sup>th</sup> April 1984	Passport	: R9239990
Marital Status	: Married	Address	: A-32, Prakash Apts, Rani Sati Marg, Malad East, Mumbai - 40097
Language	: English, Gujarati, Hindi & Marathi		