

# SWARUP CHAKRABORTY

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## *Seeking challenging assignments in*

*~Client Relationship Management  
~Team Management*

*~Business Development  
~Sales & Marketing*

## Career Précis

- ⇒ A result oriented professional qualitative experience in **Sales & Marketing, Business Development, and Team Management.**
- ⇒ Demonstrated abilities in implementing strategies for augmenting business, identifying and penetrating new market segments, promoting products and retail sales for business excellence.
- ⇒ Proficient in cementing healthy relationship with clients for generating business as well as leading & training field force towards accomplishing business goals.
- ⇒ An effective communicator with excellent relationship building & interpersonal skills. Possess a flexible & detail oriented attitude.

## Areas of Expertise

### **Sales & Marketing**

- ⇒ Developing and implementing Marketing Plans with focus on planning for product launch in coordination with the production team; overseeing other Promotional activities.
- ⇒ Implementing pre and post marketing activities for successful launch of new products.
- ⇒ Ensuring effective Merchandising and Display to enhance product visibility and drive business volumes to achieve organisational goals.

### **Business Development**

- ⇒ Driving marketing initiatives & managing the frontline sales team to achieve goals. Initiating and developing relationships with target organizations for business development.
- ⇒ Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.

### **Client Relationship Management**

- ⇒ Building and maintaining healthy business relations with clients, ensuring high customer satisfaction matrices by achieving delivery & service quality norms.
- ⇒ Supervising customer service operations for rendering quality services; providing first line customer support by answering queries and resolving their issues.

### **Team Management**

- ⇒ Determining training needs & conducting programmes to enhance efficiency in overall operations towards the accomplishment of overall corporate objectives.
- ⇒ Assisting in recruiting, training and building motivated and productive teams.
- ⇒ Leading and managing the performance of Field Force to ensure efficiency in business operations.

## Career Highlights

**Till August '2018 Sep VISHAL MEGAMART MANGER, OPERATION**

### **Key Responsibilities**

- ⇒ Overall management of the hub unit and staff.
- ⇒ Motivation of team and conducting team meetings and monitoring sales & targets etc. .
- ⇒ Discipline and Grooming.
- ⇒ Follow-up stock availability.
- ⇒ Follow up on regular basis with seller.
- ⇒ Keep the track of TAT(turnaround time) of each delivery.
- ⇒ Ensuring strict adherence to SOP.
- ⇒ Ensure returns and problems are managed to maintain customer satisfaction.
- ⇒ Ensure all media advertising and promotional events are presented in store to maximise sale potential.
- ⇒ Responsible for entire catchment.
- ⇒ Recruit Team Members of the appropriate profile.
- ⇒ Responsible for keeping all P&L Line Items within budget limits.
- ⇒ Survey of entire geographical business area with a positive feedback to grab the market.
- ⇒ Responding to customer complaints and comments.
- ⇒ Conduct regular briefing to share the task & achievement.

**DEC'2015 to JUN'2017 ASK ME GROCERY AS A HUB MANAGER OPERATION**

### **Key Responsibilities**

- ⇒ Overall management of the retail unit.
- ⇒ Stock and waste management .
- ⇒ Motivation of team and conducting team meetings and monitoring sales & targets etc.
- ⇒ Responsible for keeping all P&L Line Items within budget limits.
- ⇒ Manage store financials according to key performance indicators.
- ⇒ Ensure all media advertising and promotional events are presented in store to maximise sale potential.
- ⇒ Recruit Team Members of the appropriate profile.
- ⇒ Develop initiatives to reward and recognise Team for achievement of goals.
- ⇒ Control Shrinkages.
- ⇒ Doing up the Store ( VM ,Window Display & Merchandise Display ).
- ⇒ Identifying Non Moving Stocks and Action Plans.

#### SEP'2013 to NOV'2015 MEGAMART AS A Store Manager

##### **Key Responsibilities**

- ⇒ Overall management of the retail unit .
- ⇒ Stock and waste management .
- ⇒ Motivation of team and conducting team meetings and monitoring sales & targets etc.
- ⇒ Responsible for keeping all P&L Line Items within budget limits.
- ⇒ Manage store financials according to key performance indicators.
- ⇒ Ensure all media advertising and promotional events are presented in store to maximise sale potential.
- ⇒ Recruit Team Members of the appropriate profile .
- ⇒ Develop initiatives to reward and recognise Team for achievement of goals.
- ⇒ Motivation of team and conducting team meetings and monitoring sales & targets etc.
- ⇒ Doing up the Store ( VM ,Window Display & Merchandise Display ).

#### MAR 2011 to AUG 2013 THE MOBILE STORE AS A STORE MANAGER

##### **Key Responsibilities**

- ⇒ Overall management of the retail unit and staff Stock and waste management .
- ⇒ Motivation of team and conducting team meetings and monitoring sales & targets etc.
- ⇒ Recruit Team Members of the appropriate profile.
- ⇒ Responsible for keeping all P&L Line Items within budget limits.

#### Achievement

EW/TI	The Mobile Store	2011	1 <sup>st</sup> in India
Demate Account	Reliance Money Ltd	2007	Winner

#### Professional Qualification

- I. Certificate in Financial Accounting from Burdwan Youth Computer Training Centre.
- II. Certificate in **Retail Management from Hughes Communication India Ltd**

#### IT skill set

- Operating Systems** : Windows 98/2000/XP.
- Packages** : MS Office XP, U paint

#### Academic Qualification

**B. Com. Pass from Burdwan University in the year of 2000.**

**Core competencies**

- Good presentation skill
- Interpersonal skill
- Ability to Good communication skill
- convince people

**Personal Memorandum**

Date of Birth : 30<sup>th</sup> June 1979

Father's Name : late Gopal Chakraborty

Permanent Address : Vill & P.O.- Debipur (R.S.)  
Dist.- Burdwan ,Pin:- 713146

Sex : ale

Religion : Hinduism

Nationality : Indian

Language known : Bengali, Hindi, English.

**DECLARATION:-**

I hereby declare that all statements made in this applications are true, completely and correct to the best of my knowledge and belief. I understand in the vent of any information being found false or incorrect at any stage of not satisfying the eligibility criteria to the requirement of relative advertisement, my candidature/appointment is liable to be cancelled.

Thanking you and looking forward for your kind co-operation.

Place: Kolkata  
Date:

( **SWARUP CHAKRABORTY** )

