**Mohd Babar Mirza**

**Mobile:** **09910805636**

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Aiming for challenging middle level assignments in **Retail Store Operations/Stock Maintenance/Manpower Management** with an organization of high repute in the **Retail sector**

**PROFILE SNAPSHOT**

A dynamic professional with **over 8 years** of experience in:

**~Retail Store Operations ~Merchandising (Visual) ~Stock Planning**

**~Sales ~MIS Reporting & Documentation ~Customer Relationship Management**

* Competent in ameliorating business revenue & streamlining workflow to enhance the profitability for reputed clients.
* Deft in handling sales & marketing operations with accountability for incremental volume & profit growth.
* Proficient in identifying new streams for revenue growth & developing plans to built consumer preference.
* Expertise in handling customer services issues, store account store inventories, security & hygiene of store
* Holds the distinction of leading and managing the retail operations successfully; demonstrative excellence in conceptualizing and implementing various business strategies
* Proficient in managing overall profitability of operations and accountable for strategic utilization and deployment of the available resources to achieve organizational objectives
* Adept in managing retail operations of stores across various industries like FMCG & Apparels Products
* Significant experience in ensuring stock availability in time as per sales plan with the help of sales planner
* Skilled in leading dedicated teams for running successful business operations and experience of developing procedures and service standards for business excellence
* An effective communicator with exceptional relationship management, planning & coordination skills.

**CORE COMPETENCIES**

**Sales & Marketing**

* Preparing sales & marketing plans to build consumer preference for ensuring accomplishment of set business targets
* Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics

**Retail Operations**

* Coordinating for launch of new collections at the retail stores with support of Marketing Team
* Forecasting trends, plan-stocking & de-stocking planning budgets and presenting sales forecasts / figure for new ranges to senior managers
* Liaising with retail outlets, quality and dispatch departments for delivery & distribution of stock; handling stocks & maintenance of stocks report
* Building & maintaining relations with clients and generating business from the existing accounts

**Stock Planning**

* Synchronizing with stores department for ensuring adequate stock & placing timely orders; coordinating in-store promotional activities for releases & special products
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**ORGANISATIONAL EXPERIENCE**

**Arvind Retail Ltd**

Brand Name - The Arvind Store

Designation - Store Manager

Location - Ghaziabad

Period - Dec 2015- Present

**Aditya Birla Group**

Brand Name - Van Heusen

Designation - Store Manager

Location - Delhi/NCR

Period - June 2014- Dec 2015 (1.6 Year)

**Bharti Wal-mart Retail Ltd**

Brand Name - Easy Day

Designation - Store Manager

Location - Punjab & Jammu

Period - Dec 2010- June 2014 (3.6 Year)

**Vishal Retail Ltd**

Brand Name - Vishal Mega Mart

Designation - Floor Manager

Location - Ghaziabad

Period - Aug 2008- Dec 2010 (2.4 Year)

**Key Result Areas**

* Mapping client’s requirements & providing best products to suit their requirements; generating business from existing accounts and achieving profitability & sales growth
* Building and maintaining healthy business relations with major corporate & institutional clients, ensuring maximum customer satisfaction in a demonstrative manner
* Providing direction, motivation & training to the field sales team for ensuring optimum performance for all operational sales related issues
  + Maintaining billing of customers for & FMCG, products; handling cash deposit in the bank on a daily basis
* Maintaining details of in & out products
* Preparing & documenting a tracker of daily, weekly & monthly sale; working on sales, inventory, POS & various other reports
* Ensuring merchandise is stacked properly for customers at all times as per instructions & guidelines

**Responsibilities**

* Responsible for meeting assigned sales performance and profitability criteria.
* Assist in setting appropriate individual performance standards for the store in line with national standards.
* Other responsibilities include developing, implementing and monitoring store prospecting plans to increase sales, as well as managing profit and loss responsibility for store including the protection of assets.
* Responsible for all functions of the retail store to include sales, customer service, & inventory.
* Maintained internal visual merchandising and in-store displays and ensured store appearance met company standards at all times.
* Maintained proper inventory controls, facilitated inventory transactions and maintained compliance with store standards.
* Able to perform daily sales paperwork audits for accuracy, and manage daily cash handling and accounts payable activity.
* Skilled at analyzing transactions to continuously find mistakes.

**Education**

* **B.A. (Sociology Hons.)** from Aligarh Muslim University in 2006.
* **Post Graduate Diploma in Retail Management** from BLS Institute of Management, Ghaziabad.
* **M.B.A** From Vinayaka Mission University in 2011.

**IT Skills**: Advanced proficiency levels in Microsoft Office applications including Access, Excel, Outlook Express. Notepad, Power Point, and Word.

**Personal Information**

Date of Birth :6th May 1986

Linguistic proficiency :English, Hindi, Urdu, Punjabi.

Permanent Address : Mohalla Nawab, Street Niyariyan, Dist. Kasganj - 207123

Date- Signature

Place: Delhi \_\_\_\_\_\_\_\_\_\_\_\_\_