Ranjan Nanda.

**Retail Operation Manager**

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**Master of Business Administration**

# Career Expertise

Retail Operation Management. Mall Management. Sales & Business Development - Sales & Marketing - CRM & Administration, involvement in Supply Chain Management. Pricing. Merchandising - Pre Sales Support & Post Sales Support – MIS, SIS Concept, Vendor Management. Sampling. Sales & Business Development. Customer Interface & Planning. CRM - High Profile Client Relation. MIS. Team Building & Leadership. Mall Operations - Logistic & Warehousing Operations. Team Leadership / Motivation – Staff Supervision. Training & Development. Shrinkage Control/Reducing Cost-Stock Control. Asset Management. Risk Control. Financial Management. New Promotion- Quality Assurance – Business & Competitor Analysis. ATL & BTL Activities. Branding. Leasing & Renting. Handling EBO & MBO, Retail Store .E-Commerce Management.

**Present Employer:**

Retail Operations Manager, Shoppers Stop Ltd/Home Stop.

January 2016-Continuing

**RESPONSIBILITIES:**

Topline & Bottom line – Business, plans & executions.

MIS

Profitability

Margins

Cost Control

HR, Hiring, Training & Development

Marketing

VM

Admin/Maintenance of stores.

CRM, FC Member Generate, KYBC Data Management and engagement.

BTL Activity, PR, focus on customer database strengthening.

**WORK EXPERIENCES:**

Operation Manager Retail.

BTI Retail Ltd

October 2013 – January 2016.

**RESPONSIBILITIES:**

* Assigned the tasks of analysing sales figures as well as forecasting sales volumes to boost up the profits. Handled the responsibilities of updating knowledge of market trends in the retail industry and monitoring the activities of the competitors. Performed essential functions like interviewing staff, performance reviews, as well as provided training programs to new retail staff.
* Played a key role in making decisions regarding stock control as well as managed stock levels by creating shop owner concept by category. Implemented innovative store promotions to achieve the financial objective of the organization. Handled other tasks like daily financial, inventory control and accounting.
* Responsible for the organizing and planning of stores, with a area of 100,000 sft with a 3crore turnover per month. Involved in Strategic Account Service Management, sales forecasting / demand planning, vendor management, and retail return policy. Deputizing for the Area Manager, supporting and overseeing shop openings. Overseeing the recruitment of new sales and retail staff. Responsible for training and induction programmes for new staff members. Tracking Day to day running and operating of stores. Ensuring a consistently high standard of presentation in all branches. Working closely with visual merchandisers. Maintaining accurate records of all pricing, sales, and activity reports. Controlling shrinkage, wages, write-off, and cash control and store expenditure. Marketed the company by organizing fashion shows and special promotional events.

**KEY SKILLS AND COMPETENCIES:**

* Dramatically reduced expenditure by cost cutting across the board.
* Gained considerable portion of existing market & increased sales turnover by 16%.
* Implemented changes that increased customer retention by 60%.
* Responsible for opening new stores. Sourcing Assistance to Head of Buying.
* Experience of budgetary and merchandise management.
* Consistent at meeting all set sales targets.
* Brand experience, working within brand guidelines. Producing data and reports for Director & Advisor on performance. Helped push the business forward to achieve significant turnover and profitability in 4 stores.
* Maintains receiving, warehousing, and distribution operations by initiating, coordinating, and enforcing program, operational, and personnel policies and procedures.
* Safeguards warehouse operations and contents by establishing and monitoring security procedures and protocols.
* Successfully managed EBO’s & MBO’s of the respective region.
* Managed 112 Employees with retention of 97% thru out the financial year along with recruitment, selection and training and development.
* Controls inventory levels by conducting physical counts.   
  Maintains physical condition of warehouse by planning and implementing new design layouts; inspecting equipment; issuing work orders for repair and requisitions for replacement.   
  Achieves financial objectives by preparing an annual budget; scheduling expenditures; analysing variances; initiating corrective actions.  
  Completes warehouse operational requirements by scheduling and assigning employees; following up on work results.  
  Maintains warehouse staff by recruiting, selecting, orienting, and training employees.  
  Maintains warehouse staff job results by coaching, counselling, and disciplining employees; planning, monitoring, and appraising job results.  
  Contributes to team effort by accomplishing related results as needed.

**WORK EXPERIENCES:**

Manager Retail.

Pure Home + Living - DLF Brands Ltd.

July 2011 – September 2013 (2 Years 2 Months). Mumbai, India.

**RESPONSIBILITIES:**

Promoted to oversee start-up and daily operations for Store of 25000 sqft. Achieved 100% of the given target and a monthly turnover of 1 crore business. Successfully Managed 35 employees. I have enforced sound merchandising and loss control strategies; I have executed corporate programs, promotions and policies; and drive optimal customer satisfaction, associate productivity and P&L results.

**KEY SKILLS AND COMPETENCIES:**

* Store Operations Management.
* Handled Luxury & Lifestyle Products, Home Décor & Accessories, Lights, Cosmetic & Health Care Products Operation.
* Inventory & Loss Control.
* P&L Statements.
* Customer Service.
* Merchandising & Plano gram.
* Scheduling & Payroll Management.
* Safety & Security.
* Store Ambiance.
* MIS & Admin Management.
* Marketing Activities. Competitor Analysis.

**WORK EXPERIENCES:**

Deputy Manager – Customer Interface Planning & Retail Sales & Business Development.

Pantaloon Retail (India) Ltd.

December 2009 – June 2011 (2 Years 6 Months). Mumbai, India.

**RESPONSIBILITIES:**

* Minimised & bring down customer complaint to 1%.
* Achieved 78% of customer retention and 38% of customer referral.
* Immediate resolution within the turn around time and minimised the time from 48hours to 4 hours.
* Have increased walk-ins thru reference and customer retentions and productivity by 38 % in sales and customer service.
* Reviewed & track each call history of complaints to maintain an excellent rating status and ensure overall customer satisfaction and increase daily and monthly WOW factors.
* Represented clients internally and coordinated with other functions to implement client systems, complete projects, and address ongoing service needs.
* Responsible for delivering results and growth for the client.
* Solely responsible for Staff Training & Development. Employee engagement and call centre operations.
* Highly responsible for customer service, feedback of product & service standards to management.
* To oversee all call centre operations of 10 virtual agents, keeping oversight of performance, service fees, training, contracting, and escalations and shared services.
* Need to analyse monthly KPI to help supervisors enhance their teams.
* Developed and planned programs, within budget, by evaluating current competition, developing new markets, using past trends and current future promotions.
* Need to visit corporate clients place for demonstration and finalising of sales to delivery.
* Targeting on prospective & susceptive customer database and to bring customers into store via tele calls. Increase productivity to 18% thru tale calls.
* Fulfilling customer demand and requirements at all the time.
* Timely tracking of customer feedback, enquiry and complaints to have resolution within turn around time.
* Established social media marketing to increase sales and advertise company. Acted as the primary contact with clients to assess business needs and coordinated with internal departments to ensure delivery was facilitated according to specifications.

**WORK EXPERIENCES:**

Asst Manager - Retail & Customer Relationship Management.

LFS International.

August 2002 – November 2009 (7 Years 3 Months).

**Career Progression:**

January 2007 – November 2009: Asst. Manager.(Splash & Home Centre)

January 2006 – December 2007: Supervisor Retails Sales & CRM.

January 2005 – December 2005: In charge CRM & Retail Floor.

January 2004 – December 2004: Electronic Data Processing and CRM Data Analysis.

Aug 2002 – January 2003: Sales Associates.

**RESPONSIBILITIES:**

* Receiving new stock (new items), show room display, warehouse return item details, damage stock control. Security & shrinkage control , store perimeter check, fire exit & safety checking, guard deployment at opening & closing time, staff entry procedures, staff exit procedures, staff locker control, security control, store back store control, parcel checking ,analysis of stock take reports, stock loss action plan. Staff health & safety, store emergency procedures, incident reports, store maintenances.
* Invoicing. Customer complaints, complaint & recognition, number of return & value, refund policy visible, credit note procedure.
* Item Display ratio, ageing stock in store, damage or broken range & action plan, warehouse return control, price revision implementation, item price tagging & coding , fast moving item, average moving & non moving items reports, cost price sheet.
* Back store control, layout, range, ageing, stock turn, packing, hygiene, safety.
* Promotion & marketing, promotion planning & executions. Daily Store meeting, weekly management meeting, promotional /marketing meeting, security meeting. Generating sales thru cross sales and up sales. Understanding the requirement and to propose the exact product.