

RISHABH MAITY

A fanatical marketer with experience in Retail Management involving operations, sales, business development, customer retention & market research looking for an opportunity with an organization which will provide an opening to apply knowledge and skills towards growth of the company and which will be mutually beneficial for both.



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🔑 PROFILE SUMMARY

- PGDM (Marketing & HR) with experience of more than 1 year in Retail Management, Retail Operations, Store Operations Management, Sales, Business Development, Induction, Training & Development.
- Managed store operations functions pertaining to daily operations, stock allocation, inventory management, maximizing sales and profitability, retaining customers' relationship, arranging promotional materials, monitoring KPIs and driving store performance.
- Was a key member of the Store Operations Team which generated about 130% L2L MTD growth in a quarter.
- An impressive communicator, workaholic with dynamic leadership qualities with team management and customer handling skills

🔑 CORE COMPETANCIES

Store Operations	Sales	Inventory Management	Promotions Management	Customer Retention
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🔑 WORKING BADGES

1. Consultant in Bestseller Retail India Pvt. Ltd. From 8th September, 2016 till date

✓ **Location:** Bhubaneswar

✓ **Key Responsibilities:**

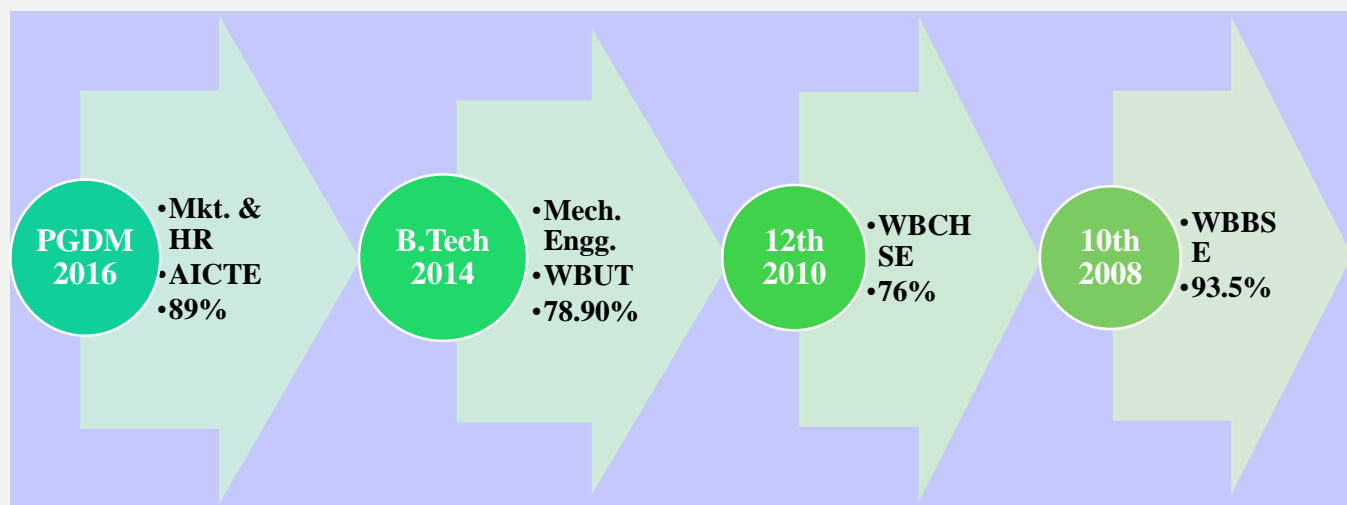
- Driving and maximizing the sales and profitability of the store to achieve growth.
- Keeping track of sales and planning for achieving sales.
- Monitoring and review staff and store performance on regular basis.
- Driving sales through maximizing team performance and retaining customer.
- Organising, preparing and arranging promotional materials and displays.
- Maintaining accurate statistical and financial records.
- Creating a combination of real value for money and outstanding customer service.

2. Consultant in Calvin Klein (India) under Arvind Lifestyle Brands Ltd., from 15th February, 2016 to 30th August, 2016

✓ **Location:** Kolkata

Having overall accountability for growing the sales and profitability throughout each area of the store. Managing teams to deliver KPI's and compliance throughout the operation, as well as delivering excellent standards of customer service.

☛ ACADEMIC CREDENTIALS



➤ Summer Internship during PGDM course:

Place of Internship	Duration	Concentration
Reliance Retail Limited	8 Weeks	Retail Management, Retail Operations, Retail Sales, Inventory Control, Customer Dealing, Customer's Impulse Buying Behavior Study

➤ Project Work Undertaken:

- ✓ **Industry:** Reliance Fresh Format, Reliance Retail Limited, Bhubaneswar, Odisha.
- ✓ **Title:** An Empirical Study on the Factors Influencing Consumers' Impulse Buying Behavior and Analyzing Consumer Satisfaction towards Reliance Fresh Store, Bhubaneswar
- ✓ **Concentration:** Emphasis is given on the in-depth study through market research and both quantitative and qualitative analysis on the factors or stimuli, which can trigger the impulse buying behavior among the consumers and what, should be the merchandizing assortment according to that to generate more revenue.

➤ Paper Published:

- ✓ **Title:** "Role of Talent Managers in VUCA Environment"
- ✓ **Place:** 8th National Management Conference, KIIT University, Bhubaneswar
- ✓ **Journal Name:** Journal of Exclusive Management Science, Aug. 2015, Vol. 4, Issue 8

➤ Professional Certification:

Name of Certification	Duration	Place
SAP (Sales & Distribution)	6 Months	Future Career Solution, Bhubaneswar, Odisha

Computer Knowledge: Microsoft Office 2013, Language “C”.

✦ EXTRACURRICULARS & ACCOMPLISHMENTS

✓ Puzzle Solving, Painting, Yoga & Playing Outdoor Games.

- ✓ Consistently achieved Store Targets along with Mtd & Ytd.
- ✓ Having an outstanding UPT of 3.8
- ✓ Topper of the batch of 2014-2016 of the PGDM course in the institution.
- ✓ Topper of the Summer Internship Programme of the batch in the institution.

PERSONAL DOSSIER

- **Father's Name:** Mr. Nabarup Maity.
- **Mother's Name:** Mrs. Srabani Maity.
- **Gender:** Male.
- **Marital Status:** Single.
- **Nationality:** Indian.
- **Religion:** Hindu.
- **Date of Birth:** 28 / 12 / 1991
- **Linguistic Abilities:** English, Hindi, Bengali & Odiya.
- **Hobbies:** Public Speaking, Photography, Reading Books & Travelling.
- **PAN No.:** BLDPM4681G
- **Passport No.:** L5513292
- **Preferred Job Location:** Anywhere in India & abroad.

DATE: 01/04/2017

PLACE: Bhubaneswar

ADDRESS: Qtr. No.: C2, STPS Township
Purulia, West Bengal 723146

(RISHABH MAITY)