

NORIYUKI KOBAYASHI

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SUMMARY

- 2 and half year experience of retail management.
- 11 years experience in Sales and Sales Promotion.
- Broad experience in brand business - marketing, whole sales and retail.
- Successfully established business system.

WORK EXPERIENCE

FISSLER JAPAN CO.LTD., TOKYO

July 2010-March 2013

Position Supervisor – Retail management, building a retail system and shop developing

Responsibilities

- P&L management - margin control / loss cut / pricing policy.
- Sales planing / sales promotion / delivery control (deal with more than 800SKU)
- Training / supervision - employment / training policy (supervised 30 staffs)
- Organized project team(personnel / logistic / PR / IT / MD / VMD) at shop opening.
- Merchandising strategies / sales analysis - product mix / coefficient of correlation / MAT
- Establishing a shop opening strategy and creating presentation materials to the headquarters.

Achievement

- Earned 30% of gross profit and 70% of net profit in whole company in 2011.
- Nearly 100% of net profit in whole company in 2012.
- Increased gross profit by 6% in 2 and half year.
- Developed 5 stores.

SWATCH GROUP JAPAN CO.LTD., OSAKA

September 2007 – December 2009

Position Sales Manager of west Japan

Responsibilities

- Wholesales - covered 20 customers of department store and boutique in west Japan.

Achievement

- Raised the sales of the first half of 2008 up to 114% year-on-year.
- Conducted sales activity at Swiss exhibitions including attending customers.

SAFFIRO JAPAN CO.LTD,. OSAKA**November 2006 –May 2007****Position** Sales Area Manager**Responsibilities**

- Sales of eye-wear and sun-glass in Osaka and Hyogo area, dealing with over 150 customers

EIKO WATCH CO.LTD,.**October 1996 – October 2006****Marketing & Sales Promotion, Tokyo Branch**

2004 – 2006

- Conducted sales planning, sales promotion.
- Supported sales staff through advising and coaching.
- Established distribution structure for new brand.

Sales, Wholesales, Osaka HQ

2003 – 2004

- Responsible for Pro-shop and chain stores.
- Performed sales activities 3 billion yen. (110% from previous year)

Sales, Osaka HQ (under commitment of Movado Group Inc.)

2000 – 2003

- Planned campaign and achieved new sales record, reaching 300% of an average month.

Sales Clerk, Daimaru-Kobe Departments' watch counter

1996 - 2000

- Sold 40 million Seiko watches per year and developed the counter's sales in this brand to No.1 position in West Japan.
- Sold 96 pieces of Movado watch in a year and established a new sales record.

LANGUAGE SKILLS

Native Japanese

Ability to communicate in English (TOEIC Score 740)

EDUCATION

B.A. in Japanese History, Kwansei Gakuin University, Hyogo, Japan, 1996