Resume Summary



**GYANENDRA SINGH**

**Email:grjisingh@yahoo.co.in**

**House No. 316 Ka shakti nagar**

**Indira Nagar, Luck now, 226016**

**Phone**: **07599151898, 9129017888**

**Mobile**:**9236370005**

**Current Location: Lucknow**

**Personal Information:**

**Date of birth**: 1 Jul 1985

**Gender:** Male

**Nationality:** India

**Professional & Educational Details:**

**Work Experience**: 14 Years

**Skills:** Channel Sales, Retail store operation, Sales/BD

**Industry:** Retail, Market research & Services

**Category:** Retail store, MBO, EBO,SIS & Large format

**Role:** Territory Manager

**Current Employer**: MADAME ( Jain Amar Clothing Pvt. Ltd.)

**Current Annua**l 5.30 lacks per annum

**Salary**

**Previous Employer**: KRAUS JEANS (Oriental Trading Company)

**Authorization:** Authorized to work in India

**Highest degree** M.A., Hindi Literature, Kanpur university.

**Held:**

**Career Objective**

An experienced associate can think, **“out-of-th-box** “and get the results quickly, seeking for the expertise position in the field of Retail.

# Synopsis

As a professional with a retail experience of **Ten years** in **Apparels** known the industry quite well its growth and progress. As the industry need the people who can do more than their capability and can think **“out – of – the- box**, further working with organization like **MADAME**, **KRAUS JEANS** ,**Pantaloon**, **Globus , Madura** and **Max lifestyle** gave lot of exposure in terms of knowledge of **Territory Manager, Area Sales Manager ,Department manager**, **Fashion asst & Senior Sales Executive**. **Total Experienced-14 years in food (m.n.c.), finance and retail industry.**

**Experiences**

**MADAME:**

**Madame** was established in the early 1980s, based in [Ludhiana](https://en.wikipedia.org/wiki/Ludhiana), [Punjab](https://en.wikipedia.org/wiki/Punjab). There are over 800 employees. The brand is targeted at teenage and younger women. The brand has undergone notable expansion, opening its first exclusive store in [Mumbai](https://en.wikipedia.org/wiki/Mumbai) in 2002. There were 58 exclusive stores in 42 cities in 2009. There were 64 exclusive stores in 2010, and also 600 multi-brand outlets. In 2014, there were 102 exclusive stores across India and also four stores in Saudi Arabia.

**Designation: Territory Manager 18 January 2020 – Till Date**

**Profile:**

**\*To appoint New Distributor in your state.**

**\*Ensuring effective distribution & tapping all markets in your State.**

**\*Visibility of product in all outlets being served.**

**\*Proper service to Multi Brand Outlets/ Exclusive brand Outlet & Mega Stores.**

**Sales & Collection**

**\*Handling enquiry and up to finalization of Exclusive brand Outlet.**

**\*Experience in organizing sales/brand promotion programs & scheme activity for creation of brand establishment & creating demand, procurement & processing of sales orders.**

**\*Development and betterment relation among the distribution including sales staffs and priority customers for the improvement of market demand, sales generation, credibility and convivial image of the organization.**

**\*Fully accountable to sales, collection, network development and meeting set goals of the region with Sales Forecasting, key account management & Follow up action.**

**\*Handling Exclusive stores operation with the help of territory sales executives/City manager, officers, store managers, and store executives.**

**\*To device and implement aggressive marketing strategies and service packages**

**\*To ensure high level of customer satisfaction and business growth. To lead & motivate the Sales & Service professionals and guide them in trouble shooting.**

# KRAUS JEANS:

**Kraus is a casual wear lifestyle brand, fit for the fashion conscious woman of today. At our design studio, you’ll find the perfect fusion of fashion and technology, carefully executed by the finest designers. Our effort has always been to provide trendy collections and create designs that help women express themselves.**

**What makes us different from other denim manufacturers is the fact that we’ve paid careful attention to the body structure of Indian women while designing our jeans. Most players in the industry often forget that women in the West and women in India have certain differences when it comes to their body structure. This made it difficult for Indian women to find a pair of jeans that fit perfectly. And that’s where Kraus comes in. All our denims are tailored with the unique body structure of Indian women. There’s absolutely no compromise when it comes to fabric and colour, and the different styles ensure that they get pair of denims that they feel comfortable and confident to wear.**

**Our manufacturing unit is equipped with state-of-the-art machines that get the best out of the material. At Kraus, quality is a part of our fabric, and is woven deep into our principles.**

**Designation: Area Sales Manager 01 Jun 2016 – 17 January 2020.**

**Profile:**

* **Manage modern retail Large Format Store (LFS) counters.**
* **Achieving Revenue target for assigned region in LFS**
* **Efficient Inventory management at Stores**
* **Achieving the targeted people productivity (Revenue per employee)**
* **Achieving targeted minimum full price Sell thru and total Sell thru.**
* **Drive profitability and deliver on the Revenue and Market Share parameters.**
* **Drive operational efficiency for LFS business, monitor performance and take corrective actions**
* **Resolve customers trade issues, complaints and operational matters.**
* **Manage and review outlets through frequent market visits and liaising with local area supervisors.**
* **LFS in ranking with our competitors brand.**

**Team Management:**

* **Manage & motivate the area supervisors to achieve company’s objective and vision.**
* **Develop and monitor sales objectives on monthly/ quarterly and annual basis for the team.**
* **Respond to escalated customer complaints in a timely manner.**
* **Knowledge & Skills:**
* **Target oriented individual with strategic approach towards growing the Key Accounts**
* **Great in networking and relationship handling skills**
* **Excellent commercial and business experience.**
* **Ability to handle high levels of pressure and critical decision making**
* **An effective communicator and quick decision maker who keeps the company’s policies and profitability in mind Passionate, self-driven and outcome oriented.**

**Pantaloons Fashion & Retail Limited. Pantaloons, the newly acquired business by The Aditya Birla Group, one of India's leading multinational conglomerates, is a powerhouse of fresh fashion and innovation. While weaving its magic across lifestyle segments, Pantaloons caters to the discerning and trendy Indian consumer.**

**Pantaloons apparels spell comfort and elegance, combined with a 'freshness' that is unparalleled. The styles cover a gamut of ready-to-wear western and Indian apparel for men, women and kids in addition to accessories and exotic fragrances. With a strong national presence in 146 exclusive stores, Pantaloons houses over a 100 prestigious brands that have something fresh for everyone.**

**Designation: D.M. 22Feb 2012 - 06 may 2016**

**Store Type: Fashion Store (21000 sq.ft)**

**Work Profile:**

* **Planning of Sales targets to meet business objectives.**
* Operations - Ensuring and managing all store opening and closing activities
* **Imparting product info, selling skills & operations knowledge thru induction & on-the-job training to store staff.**
* **Customer Service, Inventory Management, Visual Merchandising, Competition Mapping**
* **Revenue Generation - Preparation of Budget, P & L, achieving sales targets**
* **Merchandise planning at store level during season**
* **Controlling Pilferage / Shrinkage**
* **People Management - handling and motivating a large team**
* **Shop in Shop - space selling for displays, ads, promotions, etc.**
* **In store Product presentation as coordinates.**
* **Provide timely information of Competitive activities in the market.**
* **Planning of store operating budgets.**
* **Handling the department {men’s wear, western wear, kids wear, ethnic wear & accessories).**
* **Visual merchandising and look of the store.**
* **Daily briefing and planning of target achievement over the last year.**
* **On time reporting (sell through report, product contribution, customer associates performance score card)**
* **Keeping track on customer’s need (size, color or any special requirement) as well as acquisition and retention ratio.**

**Globus stores pvt.ltd. - Globus Retail (India) Limited, is India’s leading retailer that operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market.**

**Designation: T.D.M. 9 Dec 2010 – 20 Feb 2012**

**Store Type: LFR (8856 sq.ft)**

**Work Profile:**

* Planning of Sales targets to meet business objectives.
* Handling a team of CA’s, CCA and other support staff.
* Merchandise planning at store level during season
* Planning of SQB for the store based on department wise contributions.
* Imparting product info, selling skills & operations knowledge thru induction & on-the-job training to store staff.
* In store Product presentation as coordinates.
* Provide timely information of Competitive activities in the market.
* Planning of store operating budgets.
* Handling the department {men’s wear, western wear, kids wear, ethnic wear & accessories).
* Visual merchandising and look of the store.
* Daily briefing and planning of target achievement over the last year.
* On time reporting (sell through report, product contribution, customer associates performance score card)
* Keeping track on customer’s need (size, color or any special requirement) as well as acquisition and retention ratio.

**PETER ENGLAND (A UNIT. OF ADITYA BIRLA NUVO LTD.** ):**Peter England, known for its honest-to-goodness prices is the first international brand to be launched in the country's mid-priced shirt segment. The apparel business of Aditya Birla Nuvo dominates the premium and popular segments of the Indian lifestyle market with its companies,** [**Madura Garments Lifestyle & Retail**](http://www.adityabirlanuvo.com/maduragarments/profile.aspx?id=Ry2ILhnoSIA%3d) and [**Peter England Fashions &Retail**](http://www.adityabirlanuvo.com/maduragarments/peter_england.aspx?id=BvYdNtrTCrA%3d).

**Designation: Senior customer care Associate July – 2009 to 8 Dec 2010.**

**Store Type: EBO (1656 sq.ft)**

**Work Profile:**

* Handling a team of CA’s and other support staff.
* Merchandise planning at store level.
* Planning of SQB for the store based on brand wise contributions.
* Imparting product info, selling skills & operations knowledge thru induction & on-the-job training to store staff.
* In store Product presentation as coordinates.
* Provide timely information of Competitive activities in the market.
* Visual merchandising and look of the store.
* On time reporting (sell through report, product contribution, customer associates performance score card)
* Keeping track on customer’s need (size, color or any special requirement) as well as acquisition and retention ratio.

**Max lifestyle : Lifestyle Retailing Business Division has established a nationwide retailing presence through its Max Lifestyle chain of exclusive specialty stores**

**Designation: Fashion Assistant.**

**Store Type: LFR (15000 sq.ft) May – 2008 to June - 2009**

**Work Profile:**

* Responsible to achieve the assigned target and to motivate the team members to do the same.
* As a senior person among the team responsible to make strategies and sale planning to achieve the growth over the target.
* Responsible for knowing the Category performance.
* Visual Merchandising
* On time reporting (category performance, gender mix, stock allocation)
* Keeping track on personalized customers and informing them season launch collection or any sale promotion offer on time.
* As a **TEAM MEMBER** responsible to achieve set target for the department.
* Worked with **LADIES ETHNIC** as well as **Men’s Party wear**/ **Casualwear.**
* **Visual Merchandising** of window display as well as implementation of planned VM layout of the concerned department.
* In EOSS time promoted as the **CASHIER.**

**Banking sectoer:**

**BHW finance limited bn road Shalimar square as a team leader**

**From30/04/2007 to 01/05/2008.**

**ICICI Direct near bhootnath, personal loan department as a**

**Executive from25/11/2006 to 29/04/2007.**

**Mc-Donald’s**  A Multinational fast- food company of CONNAUGHT PLAZA RESTAURANT

PVT.LTD.)

(EAST END MALL area Office Lucknow

A Crew Chief from 09/12/2005 to 24/11/2006.

**Domino’s Pizza** (A Multinational fast- food company)

(Faizabad Road Area office Lucknow.

As A Team member from 01/09/2004 to 09/09/2005.

**Academics:**

* Completed Graduation from Kanpur University (2010).
* Post-graduation from Kanpuruniversity, subject –Hindi literature (2012).
* Intermediate from Azamgarh (2001).
* High School from Azamgarh (1999).

**Computer Proficiency:**Done Six Month’s Software Diploma in System Management from AVS **ComputerTechnology Pvt.Ltd.**

**: CCC+from NIELT**

**Personal Detail’s:**

**Date of Birth : 01`st July 1985**

**Father’s Name : Sri Patru Singh**

**Sex :           Male**

**Martial States  : Married**

**Nationality : Indian**

**Date………**

**Place…………**

**(Gyanendra Singh)**