

VEENA PREMJNI

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PROFESSIONAL SUMMARY:

- **15+ years** of experience in **Buying & Merchandising, Retail Operations, E-commerce** and **SME Business Consultancy in Apparels and FMCG**

EXPERIENCE:

General Manager – Business Consulting at Stories & Ideas Consultancy Pvt Ltd (www.storiesandideas.in)
- March'18 till Date

Job Responsibilities:

Leading FMCG and E-commerce arm for Stories & Ideas to build the Dry fruits category in organized trade.

SME Consulting for FMCG (Dry Fruits Brand)

1. Planning and **Negotiating strategic alliances** with **key accounts** and **e-commerce** clients
2. Develop **Modern Trade** by conducting Strategic Alliance **tie-ups**, consumer promotions, building relations and image of overall existence of the company
3. Record **vendor contracts** and negotiation principles
4. Planning **JBP** annually, fixing quarterly and annual business targets, achieving it
5. Able to analyze data and **sales statistics** and translate results into better solutions
6. Share of shelf, face ups alignment with the account. Overall healthy share of shelf to be ensured in the category. Get eye level height for key skus
7. Delivered the required **turnover, sell through** as per the Business Plan.

SME Consulting for Apparel (Men's Ethnic Brand)

1. Implementation of **Best Practices** in Retail Operations
 2. Researched and Represented reports on **Fashion Trends & Channel Behaviour**.
 3. Designing **Brand Strategy** and Execution, Inventory Models & Store Layouts
- Have **Independently Developed & Launched** Men's Premium Pathani brand and led the following:
4. Getting **brand strategy** right through the planning of specific **category mix, ASP mix, Lifestyle mix**, etc
 5. Designing **Key Value Propositions** (Pricing Strategies) for the Target Consumer
 6. Finalizing **Fabric, Designs, Colours, Styles & Accessories**
 7. **Building the brand:** Developing the Label, Catalog & Packaging
 8. Executed **Marketing strategy** and Launched the brand with Pan India presence.

Achievements:

1. **Idea to execution** of Men's Pathani with reach in Metro Cities
2. **Turnaround of Retail Store Operations** for SME client of Stories & Ideas
3. Launched in **Cinemas** pan india
4. Created the presence in **6 different segments**

Senior Manager – Buying & Merchandising at Mahindra Internet Commerce Private Limited
(www.babyoye.com) - May'11 – Jan'17

Job Responsibilities:

1. Develop **strategic business plans** and recommendations through analysis of category, consumer, retailer, shopper insights and season's performance.
2. Evaluate suppliers and **negotiated terms of contract**; sourced new suppliers for future products and participated in promotional activities.

3. Study previous season performance to drive cross functional teams towards proper **product assortment** and **pricing** for entire **soft line category**.
4. Ensure that the **intake margin plan** is achieved within the agreed price strategy.
5. Effectively planned and managed **inventory** to **maximize the profitability** for the company.
6. **Allocation of stock** to different zones **ensuring optimization** of stock availability.

Achievements:

1. Successfully planned and led the 2013 **promotional strategy** which resulted in a **50% revenue** improvement over the prior year sales of babyoye.com.
2. Substantially **increased the net margin** of the category

Operations Trainer at Shoppers stop – Crossword Bookstores
April'10– May'11

Job Responsibilities:

Set up the **Operations Training** Team called the Discoverers with the objective to attain service excellence.

1. Responsible for managing the **Regional Training requirements** of all stores.
2. Developed a **training calendar** and ensuring training delivery as per the calendar.
3. Design and developed **customized training programs** for various areas including customer service, selling and mentoring needs including needs analysis, content development & effectiveness management.
4. Manage the training, **IJP Assessments**, career development & appraisals.
5. Reward for the employees for **Sales Target Achievement** and BRP enrolments Achievements.

Achievements:

1. Successfully **developed** and **launched** the **E learning** concept in Crossword.
2. Introduced **Employee Engagement events** for store employees.

Store Manager, Mumbai – Crossword Bookstores
Jul'06 – April'10

Job Responsibilities:

1. **Led the teams** to **push sales** for the retail operations through individual/Institutional & Corporate and promoted company brand products through **BTL promotion**.
2. Monitored the overall functioning of processes, identified the **improvement areas** and implemented adequate measures to **maximise customer satisfaction** level.
3. Maintained minimum provisions for **stock & inventory** and made **provision for pilferage** and **shrinkage control**
4. Demonstrate **excellence in recruiting** and **training candidates** like sales executives, loyalty programme, communication skills and software training for ensuring quality of service in the market.

Achievements:

1. **Upgraded** the **ERP system** (Open Taps) at Crossword Bookstores.
2. Achieved **110% of Target** in the first year
3. Introduced an **internal audit system** for the Inventory Management

ACADEMIC

- ➔ **M.B.A in HR & Marketing** from Welingkar Institute of Management, Mumbai.
- ➔ **B.Com.** from C.H.M College, Mumbai University.