



ALLWYN FRANCIS

Operations Manager | Business Lead | Retail Head



+91 9970369625



allwynfrancis1612@gmail.com |
thisisallwyn@gmail.com



[LinkedIn](#)

Operations and business growth specialist with a proven ability to scale performance and enhance customer experience across sectors. Exploring strategic mid to senior-level roles in Pune focused on operational excellence and sustainable growth.

CORE COMPETENCIES

- Retail Strategy Development
- Retail Operations Management
- New Store Opening
- Offline Business Expansion
- Business Process Improvement
- Customer Experience Enhancement
- Strategic Planning & Execution
- Stakeholder Engagement
- Market Analysis and Trends
- Brand Management
- Sales Performance Optimization
- Team Development and Training
- Franchise Development

TECHNICAL SKILLS

- **Microsoft Office Suite:** Word, Excel, PowerPoint
- **Google Workspace:** Docs, Sheets, Slides, Gmail
- **Enterprise Resource Planning (ERP) Systems**
- **SAP**

SOFT SKILLS

- Leadership
- Time Management
- Interpersonal Skills
- Decision-Making
- Critical Thinking

EDUCATION

- **2014:** M.B.A. in Marketing, Arihant College of Management, Pune University, Pune
- **2012:** B.Com., Pune University, Pune

PERSONAL DETAILS

- **Date of Birth:** 16th December 1989
- **Languages Known:** English, Hindi, Marathi
- **Address:** Pune, Maharashtra

PROFILE SUMMARY

- A competent professional with an experience of over 13 years in Retail Operations Management, with a strong focus on enhancing customer experiences through innovative strategies, effective team leadership, and data-driven decision-making.
- Direct the role of Retail Lead at Brillare Science Pvt. Ltd., focusing on the development and implementation of strategies that elevate customer satisfaction and streamline operational processes across various retail locations.
- Developed a robust skill set through various managerial roles, focusing on team leadership, strategic planning, and operational management.
- Drove 133% growth in monthly sales revenue at Brillare Science, boosting average monthly sales from 3 to 7 lakhs by implementing creative marketing strategies and fostering deeper customer engagement.
- Supervised the successful launch of 10 new retail locations of Brillare Science, playing a pivotal role in expanding the brand's market footprint and strengthening operational capabilities across the network.
- Delivered a remarkable 150% revenue growth in FY 2018-19 as Senior Retail Manager at Seniority Pvt. Ltd. – RPG Group.
- Secured ten consecutive 100% scores in mystery audits, establishing a new RBL record for consistent excellence and got nominated as the Best Store team for 3 years in a row at Reliance Brands Ltd.

WORK EXPERIENCE

Brillare Science Pvt. Ltd. (Emami Group), Pune | Nov'23 - Present
Retail Lead

Key Result Areas:

- Spearheading initiatives aimed at enhancing customer satisfaction and loyalty, ensuring a seamless shopping experience across all retail outlets.
- Managing the daily operations of multiple retail locations, streamlining processes to ensure optimal functionality and service delivery.
- Developing and implementing retail performance KPIs, aligning store-level goals with national targets, resulting in consistent YOY revenue growth and improved customer satisfaction scores.
- Designing and implementing comprehensive training programs for retail staff, focusing on skill enhancement and exceptional customer service.
- Conducting in-depth analysis of sales data and market trends to identify growth opportunities, formulating strategies to maximize sales performance across all channels.
- Collaborating with various stakeholders to maintain and enhance the physical environment of retail stores, creating an inviting atmosphere for customers.
- Driving digital engagement initiatives, including app promotions and online interactions, to boost customer awareness and engagement with digital offerings.
- Collaborating cross-functionally with marketing, merchandising, and supply chain teams to ensure product availability, optimize visual merchandising, and launch high-impact promotional campaigns that enhance footfall and conversion rates.
- Monitoring and evaluating key performance indicators (KPIs) such as sales metrics and customer satisfaction scores, implementing corrective measures as necessary.
- Conducting nationwide store visits to perform audits, engage with teams, and identify operational challenges, presenting findings to management for strategic improvements.
- Enhancing operational efficiency across multiple outlets, resulting in improved customer satisfaction scores and repeat business.

Seniority Pvt. Ltd. – RPG Group, Pune | Jun'18 – Nov'23
Sr. Retail Manager & Offline Expansion

Key Result Areas:

- Formulated and executed strategic plans for in-store activities, marketing events, and product procurement, aimed at optimizing offline store performance and enhancing customer experiences.
- Led the expansion of offline business operations through a franchise model, identifying prime locations and partners to establish new retail outlets and strengthen market presence.
- Integrated closely with brand marketing teams to harmonize offline retail activities with overarching brand strategies, and launched impactful brand collaborations with partners such as Multi-fit and Prehab 121 to amplify brand recognition, acquire new clientele, and accelerate sales.

- Managed a dedicated team of 26 members, overseeing their activities to ensure effective implementation of processes related to client success and operational excellence.
- Partnered with cross-functional teams in operations, finance, and marketing to align offline retail strategies with overall business objectives, leveraging synergies for enhanced efficiency.
- Conducted regular performance reviews and audits to identify areas for improvement, implementing corrective actions to drive operational success.
- Developed and maintained relationships with key stakeholders to foster collaboration and support for retail initiatives.
- Championed initiatives to enhance customer engagement and loyalty, resulting in increased footfall and sales.
- Managed the sale of subscriptions for the Evergreen Club fall prevention and senior engagement app.

Nykaa Retail, Mumbai | Jan'18 – Jun'18

Assistant Operations Manager | People Operations Manager

Key Result Areas:

- Supervised store operations for 19 locations across India, ensuring compliance with company policies and procedures while maintaining high standards of customer service.
- Played a pivotal role in the successful launch of Huda Beauty products across the country, coordinating marketing and operational efforts.
- Streamlined operational processes to reduce shrinkage and enhance inventory management, contributing to improved profitability.
- Conducted engaging training sessions for store staff, focusing on product knowledge and customer service excellence.
- Established a mystery audit platform, designing comprehensive questionnaires to assess store performance and customer interactions.

PREVIOUS EXPERIENCE

- **Store Head** at **Reliance Brands Ltd.**, Pune | Jan'15 – Dec'17
- **Store Manager** at **Pepe Jeans**, Pune | Jun'14 – Dec'14
- **Sales Executive** at **Allen Solly**, Pune | Jul'13 – Jun'14
- **Demonstration Specialist** at **Bose Speakers**, Pune | Jan'13 – Jun'13
- **Sales Executive** at **Ventura Pvt. Ltd.**, Pune | Mar'12 – Jan'13