

CURRICULAM-VITAE

NARINDER RAI

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CAREER OBJECTIVE:-

To work with a company where my talent combined with experience can be best utilized and where I can make maximum use of my knowledge for the growth of the organization and myself.

SKILLS:-

- Sales Planning
- Distribution Management
- Market Analysis
- Team Management
- Data Analysis
- Decision-making skill
- Procurement
- Multi-Site operations
- Strong negotiation
- Training and Development

Professional Experience:-

Operation Manager(Jabalpur) – SMART G STORE **August 2022- Present**

Shree JI Retails, New Delhi –FMCG Retail chain **Role & Responsibilities**

- Supervised operation staff and kept employees compliant with company policies and procedures
- Developed systems and procedures to improve operational quality and team efficiency.
- Managed inventory and supply chain operations to achieve timely and accurate delivery of goods & services
- To develop & implement marketing strategies for the revenue growth
- Devised process to boost long-term business success and increase on profitability level.
- To analyze and report on the metrics of ecommerce site identifying success parameters, underperforming areas and recommendation for improvement.
- Managed purchasing, sales marketing and customer account operations efficiently.
- To share cluster performance on weekly/monthly basis.
- Guide employees to ensure effectiveness of cross selling activities
- Monitor, manage and improve the efficiency of support services such as IT, HR, Accounts and Finance.

Regional Manager (North-South-East) -MEGA STORE **April 2020 to July 2022**

Nasco Retails Pvt .Ltd, Kerala –FMCG Retail chain

- This was a new startup. Manage store operations including staffing, scheduling, inventory management and customer service.
- Take responsibility for the effective on-boarding of new Franchise.
- Lead store teams in the execution of promotional activities and special events
- Manage store budgets and ensure cost –effectiveness

- Develop and maintain relationships with vendors and suppliers
- Monitor and analyze store performance metrics to identify areas of improvement
- Monitor and analyze competitive trends in the retail industry.
- Plan effective strategies for the financial well-being of the company.
- Evaluate appropriate new sales techniques and ensure its implementation in order to increase sales volume of the region.
- Design cross selling campaigns and programs for improved sales potential.
- Monitor, manage and improve the efficiency of support services such as IT, HR, Accounts and Finance.
- Oversee the sales activities of the organization's products/services in a particular store.

Area Sales Manager (East Region)-BIG MART
September 2018- Feb.2020

White Blue Retails Pvt Ltd, Gurugram - FMCG Retail chain

- Managed sales operations and distribution network east region.
- Achieved sales target by 20%through effective planning & execution.
- Reduced damage & return by 15%through proactive monitoring and control.
- Improved market coverage by 10%through strategic allocation of so and distribution network.
- Optimized brand availability and visibility resulting in 25% increase in sales.
- Conducted reviewed area performance every month resulting in a 5% improvement in sales.
- Formulated and executed secondary sales plan –Area wise, SO wise, Brand wise, SKU wise.

Store Manager (Faridabad)-SRS Value Bazar
September2010 to August.2018

Srs Ltd- Fashion Wear and FMCG Retail Industry

- Managed staff of 15 sales advisors and also assist to Manager.
- Maintained a high level of sales and customer services through observations, reviews on a weekly and monthly basis.
- Interviewed job candidates and evaluated team performance and handled disciplinary action.
- Planned budgets such as overtime and authorized payments and merchandise returns
- Planned daily briefings on sale focuses.
- Scheduled colleagues rota based on footfall expectations & future events.
- Prepared profit & loss performance reports.
- Increased profit through effective sales training/coaching and troubleshooting profit loss areas.
- Delegated work based on targets individual employee strengths.
- Improved store ranking by identifying performance gaps.
- Completed audits risk assessments to achieve regulatory compliance.

Retail Store Manager (Bhatinda)-Lotto & Nike footwear
Feb.2009-August2010

Sports Station (D) Pvt Ltd –Multi Brand footwear industry

- Exceeded sales goals and accomplished business objectives by inspiring staff and promoting target products.
- Optimized store displays and appearance via strategic merchandising
- Offered hands-on assistance to customers, assessing needs, and maintaining current knowledge of consumer preferences.
- Managed store organization, maintenance, and purchasing functions.
- Completed routine store inventories.
- Trained team members in successful strategies to meet operational and sales targets.
- Oversaw employee performance, corrected problems, and increased efficiency to maintain productivity targets.
- Maintained customer satisfaction with quick and professional handling of product returns.

Store Manager (Meerut)-Kids wear
June 2007-January 2009

Cat moss Retail Pvt ltd – Kids wear industry

- Managed inventory control, cash control, and store opening and closing procedures

- Managed store employees successfully in fast-paced environment through proactive communication and positive feedback.
- Completed point of sale opening and closing procedures
- Rotated merchandise and displays to feature new products and promotions

Customer Care Representative (New Delhi)-Multi Brand Outlet

Feb 2006-May 2007

Shoppers Stop Ltd – Multi Brand Industry

- Responded to customer needs through competent customer service and prompt problem-solving.
- Assisted call-in customers with questions and orders.
- Addressed customer complaints and mitigated dissatisfaction by employing timely and on-point solutions.
- Helped large volume of customers every day with positive attitude and focus on customer satisfaction.

EDUCATIONAL QUALIFICATION

- Xth Passed from CBSE in year 2000.
- XIIth Passed from CBSE in year 2002
- B.com from Lalit Narayan Mithila University, Darbhanga, Bihar,2006

IT Credentials:-

- Diploma in Computer Application
- Software: Ms Office, POS ERP ,Word, Power Point

STRENGTH:-

★ **Sales target Achievement**

Consistently exceeded sales target by 20% for past 3 year.

★ **Distribution Management**

Successfully implemented new distributions strategy resulting in 15% increase in sales

🏆 **Market coverage optimization**

Improved market coverage by 30% through effective use of sales force and distribution network.

ADDITIONAL INFORMATION

Date of Birth : -16.08.1983
 Father's Name : -Shri S.N Rai
 Language : -English & Hindi
 Permanent Address : - H: No1257, Sector-29, Faridabad Haryana
 Temporary Address : - Plot no 288 Jai Nagar Yadav colony -482002
 Marital Status : - Unmarried
 Sex : - Male

DECLARATION:

I hereby declare that the above mentioned information is true to the best of my knowledge & ability.

Date: ----/----/-----

NARINDER RAI