



GURPREET SINGH DEVGAN

(18 Years-Sales & Marketing | Business Management | Client Relationship Management)

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PROFILE SUMMARY

- ▶ **Visionary and transformational business leader with 18 years of expertise spanning the retail, hospitality, banking and manufacturing industries across Indian and UK markets.** Skilled in managing key corporate accounts and high-net-worth clients, driving business growth, and delivering exceptional results.
- ▶ **Profit Centre Operations:** Overseeing profit center operations to ensure the attainment of business growth targets, including sales volume and market share, while fostering sustainable success.
- ▶ **Sales & Marketing:** Spearheading sales initiatives to achieve targeted objectives with a focus on maximizing return on investment (ROI). Conducting comprehensive market analysis to assess competition and develop strategic action plans. Identifying and leveraging marketing opportunities to enhance consumer preference and drive volume growth.
- ▶ **Comprehensive background leading all aspects of retail operations** (e.g., profit & loss, merchandising, sales, customer service, inventory & personnel management) and extensive retail management training.
- ▶ **Client Relationship Management:** Ensuring customer-focused operations by achieving and maintaining delivery and service quality standards. Identifying opportunities for improvement and implementing strategic initiatives to enhance customer satisfaction and loyalty.
- ▶ **Team Management:** Providing leadership, mentorship, and performance management to team members to ensure operational efficiency and the achievement of individual and collective targets. Cultivating a dynamic and engaging work environment that promotes professional growth and inspires team members to deliver exceptional performance.
- ▶ **Strong credentials in** interpersonal and business/communication skills, multitasking, the ability to learn new concepts & technique within a short span of time and great time management abilities.

CORE COMPETENCIES

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|------------------------------|---|--|
| • Product Promotion & Launch | • Market & Competitive Analysis | • Stock Control & Product Presentation |
| • Price & Margin Management | • Consumer Behavior Analysis | • Operation Analysis & Inventory Planning |
| • Training & Development | • Retail Merchandising & Cost Reduction | • Profit Optimization & Revenue Generation |
| • Revenue & Profit Growth | • Project & Risk Management | • Complex Negotiations |

WORK EXPERIENCE

JAI Gurudev Enggrs, Ludhiana, India

Production & Sales Manager

2008 – Present

Key Result Areas:

- Responsibilities include orchestrating product promotions, delivering corporate presentations, devising strategies to achieve business goals, conducting competitive analyses, leveraging modern development tools, forecasting market trends, and managing sales budgets while optimizing product positioning.
- Provide breakthrough leadership in strategizing & implementing detailed proposals, business cases, annual budgets, and agreements for clients followed by management approvals of the same.
- Key contributor in strategic planning, product portfolio management, market expansion, build product pipelines and ensuring market growth for high-quality products. Conduct market research and analysis, gather feedback on the products and suggest the improvement areas to the top management for operational excellence.
- Lead complete sales operations including projection of annual sales, inventory management, tracking of sales performance, demand planning, and interaction with other areas of the company to ensure that business orders are executed properly and profitably.
- Monitor daily production activities and planning schedules for on-time delivery; supervise production team to manage supply chain operations, including procurement and inventory management and executing production projects.

HSBC Bank, Windsor, London, UK

Customer Service Representative

April 2008 - September 2008

Key Result Areas:

- Interact with customers in a courteous, approachable, and professional manner to ensure a positive experience. Build trust and instill confidence by resolving queries efficiently, ideally during the first contact.

- Assess customer needs through active dialogue and recommend suitable HSBC products and services that genuinely add value, ensuring customers understand the features and benefits clearly. Remain up to date with internal communications, product knowledge, and compliance guidelines to handle complex customer queries confidently and accurately.

Oscar Lodge, Windsor London U.K

Front Desk Assistant

April 2007 – January 2008

Key Result Areas:

- Entrusted with responsibility of full front desk operations i.e. greeting, reservations, and monitoring client feedback, informing guests of lodge's facilities at the time of registration, assign rooms and provide high levels of customer engagement through delivering outstanding hospitality services.
- Actively involved in informing guests of special rates, in-room services and room types using brand knowledge; demonstrate proper telephone etiquette such as transferring of calls and taking accurate messages for guests and team members, adhering to lodge standards & safety protocols.
- Represent the lodge brand and image, keeping front desk well-presented and organized. Coordinated with housekeeping and kitchen staff to ensure all special requests are handled properly.

Tesco Stores Limited, Windsor, United Kingdom

Customer Assistant and Retail Supervisor

May 2007-September 2008

Key Result Areas:

- Provided exceptional service to over 100 customers per shift, earning regular praise. Boosted sales by enhancing product visibility and merchandising. Ensured 100% accuracy in all POS transactions
- Spearhead and analyse key performance indicators (KPIs); develop and implement strategic merchandising plans to achieve revenue objectives and reduce expenditures while ensuring payroll remains within budget, Increase customer satisfaction and bottom-line revenue by expanding product lines. Update stock and evaluate customer buying habits through computerized sales data analysis.
- Articulating strategy for defining a vision for complete execution of daily operations; monitor inventory for minimal shrinkage; and regularly check for variances by cross-referencing with daily sales and product matrix breakdown.
- Successfully assist customers in selecting merchandise, answering questions, and quickly resolving concerns.

ACADEMIC DETAILS

- 2007-2008: **Graduate Diploma in Business Administration** from ST. Paul's College, United Kingdom.
- 2001: **Senior School Certification Examination** from Alpine International School, Ludhiana, India.

PERSONALITY TRAITS

- **Strategic Leadership:** Proven ability to lead teams and drive results in dynamic environments.
- **Honest and Reliable:** Demonstrating strong moral values and ethical principles to uphold honesty, dependability, and the capacity to handle responsibilities effectively.
- **Flexible:** Acknowledges the significance of being flexible to cater to sudden requests and modifications. Excels in dynamic settings, demonstrating adaptability and versatility consistently.

COMPUTER SKILLS

- MS Office Suite (Word, Excel, PowerPoint, Access).
- Internet Applications, Social Media Marketing (Instagram & Facebook)

PERSONAL DETAILS

- **Present Address:** 1501, Al Wazir Building, Amrutha Restaurant, Al Nahda, Sharjah
- **Languages Known:** English, Punjabi and Hindi
- **Nationality:** Indian