



## Mitesh Patel

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Seeking a position in that provides me ample opportunity to explore & excel while carving out the niche for personal, professional as well as organizational goals

## Skills

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- Analytical Skill
- Direct and indirect Sales, Branding & Promotion
- Internal Audit and Management Audit
- Digital Marketing
- Strategic Planning & Corporate Communication
- Supply Chain Management
- Channel Development
- Warehouse / Logistic Management

## Education and qualifications

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**MBA:** Marketing, Sikkim Manipal University, Ahmedabad, 2013  
**BCA:** Computer Science, Saurashtra University, Rajkot, 2011  
**HSC:** H.S.S.C.E Board, Gujarat, 2006

## Career summary

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**Jan 2021 – Jul 2024      Executive General Trading (Duty Free Shop) (U.A.E.)**  
**Shop Incharge**

- Handling and overseeing all day-to-day processes that are carried out in the duty free shop
- Supervise and participate in recruiting by taking interviews of eligible candidates
- Devise marketing plans and effective shop strategies to improve sales
- Ensures duty free shop employees are well groomed and trained as per the needs
- Create duty free shop presentations, ideas, and concept to successfully promote shop merchandises
- Oversee inventory management (Liquor, Tobacco , Electronics, Perfume, Garments, Food & Beverages, Toiletries, Luggage, Footwear, Fishing Item, Torches, Souvenir, Sunglasses, Toys etc...)
- Build strong client base through effective promotional marketing
- Implement strict shop policies
- Present new marketing strategies to widen audience reach
- Ensure that daily shop targets are reached
- Apart from product and customer management, also has to take care of the interests of the members in his sales team
- Follow-ups on Repairs/Returns/Expiry items

**Dec 2015 – Dec 2020     BHATIA TRADERS CO LLC. (Duty Free Operation) (U.A.E.)**

**Retail co-ordinator**

- Responsible for training and ongoing development of duty free shop staff.
- Responsible for execution of promotions in the duty free outlets.
- To offer guidelines to keep the store within the standards established by the organization.
- To participate in quarterly reviews of shop performance, performance appraisal and other aspects related to the success of the operations.
- Meeting suppliers and negotiating terms of contract.
- Maintaining relationships with existing suppliers and sourcing new suppliers for future products.
- To work closely with managers above the shop levels & backend operations team.
- Regularly reviewing performance indicators e.g. Sales and Discount levels
- Trouble shooting product related issues in ERP.
- To monitor and attend all shops and report to Director and Sr Manager the current condition of the store including but not limited to business and level of sales, visual merchandise displays, stock levels, store traffic/displays. Happenings with associates and upcoming store events.
- While in stores: update floor displays: by size colour and style, organize stock room as needed, discuss with managers ways to improve business, ensure that the floor is fully stocked and move pieces from stockroom onto selling floor.
- Analyses weekly sales reports especially, Week to Date (WTD) Prepare store reports, based on weekly store visits and upload photos and all necessary information to Sales team.
- Help prepare floor and participate in all duty free store events to help sell product and more importantly to show our support for all respective stores.
- Checks and analyze daily sales items and makes a list of requirements to be dispatched to the locations.
- Follow-ups on Repairs/Returns/Expiry items
- Assist team with any other projects on an as needed basis.
- Assist with new Shop in Shop Openings as requested.

**Jul 2013 – Nov 2015     ASTUTE MANAGEMENT SOLUTION AND SERVICE PVT. LTD. (INDIA)**

**Supervisor**

- Preparation of various MIS (Management Information System) reports for management purpose
- Profiling and cross verification of the details provided by customer such as contact point verification or asset verification. Tele-verification, database check and reference check are an integral part of this activity. Field investigations are used in the retail segment where volumes are high and turnaround time is short –requiring quick response and agile solutions.
- Verify complete details of the candidates before/after hiring, including checks on previous employment, current and permanent residence, neighbor reference and negative database.
- Verifying and crosschecking various mandatory documents such as income documents, financial statements, bank statements, KYC documents and property documents provided by customers.
- Expert in Inventory audits, securitization audits, File Audit, Quality audits, Receipt audits, Collection audits, and Franchisee/Business Partner audits
- Directing all activities associated with target setting for all team members, the prioritization of tasks, monitoring and final reporting
- Forging strong and sustainable relations with client, employing outstanding communication and interpersonal skills in the process
- Performing a wide range of duties on a regular basis, such as resolving problems for customers, completing the monthly billing process and overseeing the daily MIS process.
- Started successfully one branch at Jamshedpur.

## Key skills

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<b>I.T.:</b>	MS Office, ERP (Microsoft Dynamics GP)
<b>Certificate:</b>	Quality Management Systems Internal Auditor Training Course (Based on ISO 9001:2015 Standard)  Digital Marketing Course (SEO, SMM, SEM, PPC)
<b>Languages Known:</b>	Fluent in English, Hindi and Gujarat

## Personal Details

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<b>Name:</b>	Mitesh Girdharbhai Patel
<b>Date of Birth:</b>	04 <sup>th</sup> March 1988
<b>Driving Licence:</b>	UAE Driving Licence
<b>Passport No.:</b>	J5139663
<b>Nationality:</b>	Indian
<b>Marital Status:</b>	Married