

RAGHAV KAPIL

RETAIL STORE SALES AND OPERATION MANAGER

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PROFESSIONAL SUMMARY

With a wealth of extensive experience and comprehensive training across the retail, fast-moving consumer goods (FMCG), and apparel industries, I have garnered a profound understanding of these sectors. Throughout my career, I have excelled in managing diverse teams and spearheading multifaceted business and brand development initiatives, showcasing my aptitude for strategic leadership. My exposure to various industry landscapes has not only enriched my knowledge base but also yielded invaluable insights that have proven instrumental in driving organizational success. Moreover, I have overseen the seamless execution of annual business operations amounting to a substantial 500 million AED, while effectively leading and nurturing a team comprising over 150 talented individuals.

Navigating intricate market dynamics with finesse, I adeptly leverage emerging industry trends to inform sound decision-making and steer strategic direction. Through a steadfast commitment to continual learning and adaptability, I ensure that I remain at the forefront of industry advancements, enabling me to deliver exceptional results and generate enduring value for stakeholders.

WORK HISTORY

STORE MANAGER, SHARJAH COOPERATIVE SOCIETY

CORE COMPETENCIES

- Brand Management
- Retail Store Operation
- Team Leadership & Development
- KPI and Data Analysis
- Product Development
- Customer Management
- Inventory & Shrinkage Management
- Area and Multi store management
- Market Research & Competitive Analysis
- Strategic Planning
- Buying and OTB management
- Training and Development

JAN 2022-JUN-JUN 2024

SHARJAH, UAE

- **Operational Management:** Responsible for overseeing the daily operations of the hypermarket branch, which includes inventory management, ensuring product availability, and supervising everyday activities. I had the chance to manage and supervise two branches simultaneously and was selected for the Area Manager Program.
- **Financial Performance:** Focused on monitoring and managing the branch's financial health, including budgeting, cost control, and profit and loss management. I administered a business with an annual revenue exceeding 500 million AED.
- **Team Leadership:** Led and developed branch staff through recruitment, training, and performance evaluations. I managed a team of 150-200 members and took charge of their training and development to promote future growth opportunities.
- **Strategic Planning:** Implemented sales and marketing strategies, analyzed data, and collaborated with stakeholders to drive business growth and meet operational goals. Additionally, I was responsible for private label growth, which increased by 18% over the years.
- **Purchasing and Buying Solutions:** Actively participated in purchasing, OTB management, and shrinkage management.
- **Brand Development:** Engaged in brand development by collaborating with the marketing team and gathering extensive customer feedback. I aimed to maximize the branch's reach with government organizations and generate continuous revenue.

DEPUTY STORE MANAGER, HOME CENTER

DEC 2019-JAN 2022

DUBAI AND ABU DHABI, UAE

- Sales Performance: Monitored and achieved sales targets for the store, encompassing daily, weekly, and monthly objectives to drive revenue. Successfully surpassed annual sales of 80 million AED, reflecting a growth rate of over 13% compared to the previous year.
- Store Operations**: Oversaw all aspects of store operations, including opening and closing procedures, cash management, and security protocols, ensuring smooth daily functioning. Successfully opened and managed 4 new stores during my tenure.
- Customer Satisfaction: Enhanced customer satisfaction by gathering feedback, reviews, and assessments of service quality, thereby improving the overall shopping experience. Consistently maintained a customer satisfaction score exceeding 90%.
- Inventory Management: Streamlined inventory processes to ensure optimal stock availability, minimize loss and theft, and reduce excess inventory. Achieved a 17% reduction in shrinkage and limited damages by adhering to industry best practices.
- Staff Productivity: Monitored and optimized staff performance in relation to sales objectives, customer service standards, and task completion to maximize efficiency. Conducted regular training sessions and provided constructive feedback to enhance staff skills and prepare them for future roles within the organization. During my tenure promoted 7 staff to a new role
- Training and Development: Worked closely with teams from Abu Dhabi, Dubai, and Sharjah to participate in talent development initiatives aimed at preparing for potential promotions to Store Manager.

BRAND OPERATION MANAGER - JOHN JACOBS- LENSART

AUGUST 2017-NOV 2019

NEW DELHI, INDIA

- Sales Revenue: Administered and monitored the brand's sales and growth, achieving a continuous increase of 23% month-on-month and 19% annually. This resulted in a progressive rise in market share, establishing the company as a leader in the eyewear industry while adhering to the highest standards.
- Store Openings: Held responsibility for enhancing visibility and expanding the number of stores across India. Successfully increased the number of exclusive stores from 5 to 16, and expanded collaborative stores with Lensart from 9 to 33.
- Brand Visibility: Improved brand visibility through strategic marketing campaigns, partnerships, and activations, thereby elevating brand awareness and reaching a broader audience.
- Cost Management: Controlled operational costs—including logistics, procurement, and staffing—to maximize profitability while maintaining service quality. Initiated 24-hour delivery services in Delhi and NCR, and expanded warehouse capabilities alongside automated packaging processes to enhance cost management.
- Employee Engagement: Cultivated a positive work culture by providing training and development opportunities, while measuring employee engagement levels to improve team performance and retention. Oversaw a team of over 300 staff across India, conducting regular meetings with store managers.
- Market Share: Analyzed market share and competitive positioning to identify growth opportunities and strategic partnerships, solidifying leadership in the luxury eyewear segment. Actively participated in numerous marketing projects within malls and stores.
- Return on Investment (ROI): Assessed the effectiveness of marketing campaigns, operational initiatives, and brand partnerships to ensure a positive ROI and maximize profitability. Conducted monthly and quarterly reviews with the marketing and sales teams to enhance marketing campaigns.

Education

Gujarat University,
Masters of Commerce
Marketing Jun 2016 -Apr 2018
Gujarat University,
Bachelor of Commerce
Accounting Jul 2012 -Apr 2015

CERTIFICATIONS

- Lean Management
- Branding and Product Development Digital Marketing Management
- Green & Black Belt Sigma-2024
- White & Yellow Belt Sigma-2022

AREA MANAGER, SHOPPERS STOP PVT LTD

JULY 2014-JUN 2017

AHMEDABAD,INDIA

- **Sales Targets:** Set and achieve sales targets for stores within the designated area to drive revenue growth and achieve financial objectives. I was given 3 store to manage in Ahmedabad with annual revenue of 65 Crores.
- **Store Performance:** Monitored and evaluated the performance of individual stores in the area based on metrics such as sales revenue, footfall, conversion rates, and average transaction value. Growth for the area to be maintained with a growth pattern of 7% ,
- **Private label Management:** Ensured optimal inventory levels across stores to prevent stockouts, minimize excess inventory, and improve inventory turnover rates.Visibility for Private label increased with revenue share increase by 4% .
- **Customer Satisfaction:** Measure and improve customer satisfaction levels through feedback, reviews, and mystery shopping exercises to enhance the overall shopping experience.
- **Operational Efficiency:** Monitor key operational metrics such as store operating expenses, staff productivity, and store layout optimization to improve operational efficiency.Managed a team size of 100+ own store team and worked closely with various brand managers .
- **Staff Training and Development:** Implement training programs for store staff to enhance product knowledge, customer service skills, and overall performance. Regular feedback seminars and one to one session with store managers and retail operation manager regarding business improvement and sale growth.

AREA MANAGER, BHARTI AIRTEL

APR 2013-JUNE2014

AHMEDABAD ,INDIA

- **Sales Performance:** Achieved sales targets in Ahmedabad, managing 9 stores and generating over 10,000 new connections. In my tenure opened 3 own brand stores and gave 4 franchise stores.
- **Team Performance:** Improved sales and customer service team efficiency and standards, fostering growth.
- **Market Penetration:** Expanded customer base and brand visibility through stakeholder relationships. Huge growth in B2B and individual customer base .
- **Operational Efficiency:** Optimized resources and processes to reduce costs and enhance profitability and customer experience.
- **Customer Satisfaction:** Maintained high satisfaction levels via prompt issue resolution and feedback analysis.
- **Market Analysis:** Conducted analyses to identify trends and customer needs, driving strategic growth plans.
- **Network Expansion:** Collaborated on network coverage and service quality improvements.
- **Revenue Growth Initiatives:** Implemented strategies for upselling, cross-selling, and marketing campaigns to boost profitability.

STORE MANAGER, VODAFONE-INDIA

APR 2010-MAY 2013

AHMEDABAD,INDIA

- Sales tracking and business development from retail stores with constant growth in monthly NCA
- Cross Selling and simultaneous up-selling plans to maximize per customer business organization.
- Leading and directing a team of 15 people while providing on-job training to achieve the required targets..
- Extracting business from walk-ins and providing customized plans and solutions to the customer..
- Maintaining all the TRAI rules and regulations in scope for business.
- Identifies current and future customer requirements by establishing rapport with potential and actual B2B customers.