



S SARATH

A highly experienced Store Manager with 18 year of experience in managing and monitoring budgeting, scheduling. Skilled in coaching sales associates in product specifications, sales incentives, and selling techniques to increase customer

GET IN CONTACT

Mobile: +91-0525318578

Email: sarathprcy.175@gmail.com

PERSONAL DETAILS

- Total Experience 18 Years 6 Months
- Current Location Al Qusais
- Date of Birth Oct 17, 1982
- Gender Male
- Marital Status Married

LANGUAGES KNOWN

- ENGLISH ,
- MALAYALAM
- TAMIL
- Telugu

PROFILE SUMMARY

Spearheading entire gamut of area operation to enhance & expand business in new territories & markets
Steering retail store management encompassing store operation ,sales, customer service ,inventory management ,SOP adherence, visual display ,and team management as well as boosting topline & bottom-line profitability of the unit
consulting with stakeholders for a critical role to expand the operation
Ensuring respective categories perform in accordance with the estimate given per season - Turnover , stock turn, margin ,
Managing inventory based on sales &growth of category, collaborating with planners for smooth operation of the store, Ensuring the store efficiencies at the maximum through the year and various season .
Focusing on increasing margins and developing plans to augment the profitability for the company
Devising sales targets and business growth in line with quarterly and monthly sales targets; developing monthly plan of action to achieve store targets KPIs.

EDUCATION HISTORY

Graduation

Course	B.Com(Commerce)
College	Madras University
Year of Passing	2004
Grade	78%

Class XII

Board	Tamil Nadu
Medium	English
Year of Passing	2001
Grade	55-59.9%

Class X

Board	Tamil Nadu
Medium	English
Year of Passing	1999
Grade	50-54.9%

WORK EXPERIENCE

Jan 2021 to Dec 2023

Store Manager at Royaloak Incorporation

Experting in leading resolute teams for running successful multi-retail operation ,developing procedures and service standard for business excellence.

Resourceful at managing business development activities and establishing prolonged business relation with key clients and accounts contributed to enhancing market share of the organization by direction teams ;success in leading operations conjunction with business strategy, the needs of the customer and ultimate direction of company Proficient in driving large scale revenue & profit gains and ensuring breakthrough orders.

Skilled in developing relations by identifying strength of each partner , planning monthly primary & secondary numbers,and coordinating with the team for effective business development capable of planning, organizing & executing offline market including ATL,BTL and product display solution ,managing inventory through setting up quantity & quality limit based on sales and business plans and devise the product .

Rich experience in expanding retail stores proven commercial acumen with strong analytical, communication , administrative and team management capabilities

Oct 2014 to Dec 2020

Assistant Store Manager at MAX lifestyle

Ensuring Proper Visual Merchandising and department layout for increasing business

Attending meeting with staffs and discussing issues on sales, target, stocks, conversions and other developments
Coordinating with category Staffs for stocks, requirements, new arrivals, offers and defectives

Ensuring the given target achieved

As I know each of my team members well, their strength and weakness, I helped to set up very realistic short-term and long term objectives for each person in order to enhance their performance and courage their contribution to the company

Was also involved in developing the training materials in coordination with my superiors and trainers.

Oct 2012 to Jul 2014

Assistant Store Manager at RELIANCE TRENDS

Broad functions: To Manage the store as a profit center with an entrepreneurial approach . Ensure smooth functioning of the store by maximizing operational efficiency in order to achieve maximum sales and high level of customer service .

Retail Sales:

Handling 2122 Sq.ft with 5 staffs

Concentrating on the monthly target and action plan to achieve it .

Adherence of the SOP (Standard Operation Procedure) of the concern.

Maintaining the store standards as per the expectation of the company

Highest Mystry shopping contribution from my department (100% customer service)

Maintaining the high satisfaction level of customers in terms of service and retaining them as our regular customers.

Creating a strong customer background for permanent improvement in business

Ensuring the high engagement level of the staffs with the company for employee satisfaction.

Personal one to one meeting with all employees once in two months and addressing their queries and making them feel valued and recognized

Review Performance of Staff/Staff appraisal and send recommendations to management (Weaknesses and areas of improvement).

Ensure all the staffs are adequately trained to be competent in areas such as product knowledge certification , Communication Skills, Understanding & Analyzing Reports, customer service, Leadership Skills, etc in coordination with the training Dept.

May 2007 to Sep 2012

Store Manager at Wrangler

Reaching stipulated target of sales, In charge of sales merchandising, stock taking and tallying day end sales with respect to the physical goods at the delivery counter, making presentation and training sales executives on product feature coordinating and arranging for timely and regular procurement, Sourcing , Administrative work such as record maintenance handling cash, Billing etc.

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Handled 2100Sq.ft with 7 Staffs

Ensuring all customers are being attended and offered assistance in their shopping..

Handling all customers queries personally and ensuring customers satisfaction as first priority

Building a database of loyal customers and communicate with them regularly for their requirement and informing about Schemes and promotions happening in the store.

Sep 2005 to Apr 2007

Sales Officer at Westside

In charge of coordination with all sales outlets to improve and reach sales target, making presentations and training sales executives on product features, maintaining and preparation of sales and stock reports, taking care of queries, regularly updating availability of stocks.

OTHER INTERESTS

playing cricket , sharemarket, listening music,