



**Santosh Kumar Jaiswar**

**Retail City Manager**

**PERSONAL STATEMENT & SKILLS**

A commercially aware and highly successful retail store/city manager with a proven track record in driving the business forward whilst delivering high retail standards. A consistent track record of improving efficiency, maximize profits whilst minimizing costs. Ability to manage daily operations, and planning the use of materials and human resources to ensure maximum efficiency. Able to coach, give feedback, build morale, roll out initiatives, and make recommendations on merchandising and product presentation. Enjoys and thrives working in a customer-focused environment and is currently looking for a suitable role in operations where I can use my experience & contribute to business development. Offering over 12 years of cross-functional experience; seeking challenging assignment at Managerial Level across the field of Operations & Administrations

**Key Skills**

Retail store operations/P&L statement Budgeting & cost controls	Planning & Business Development/Audit & SOP management	Leadership & Self-management
Teamwork&collaboration/Accounts management.	Critical thinking & Problem Solving/Merchandise strategies	Decision-Making Skill

**Career History:**

**UNITED COLORS OF BENETTON** *Location: lucknow, India.*

**Retail City Manager, APR 2023 to PRESENT**

***Duties Performed:***

- ◆ Handling LKO region, Owned stores & Franchise partner management
- ◆ Sell thru. Discount control, Budgeting, Analysing P&L, Focusing on cost control and handling BDM.
- ◆ Accountable for top line & Bottom line Achievement-Designing promos, Team Motivation, catering micro marketing.
- ◆ Rolling out new stores plan with project team and ensuring timely execution of projects.
- ◆ Implementing cost control measures & business
- ◆ Delivering highest SSPD

**Career History:**

**UNITED COLORS OF BENETTON** *Location: Hyderabad/ lucknow, India.*

**Retail Store Manager, February2021 to March'23**

***Duties Performed:***

- ◆ Sales & operations, promotional launches, new product range & merchandise development, category management, inventory management, profit & loss management and store management.
- ◆ Retail Brand Development, Managed Store Operating Manual & Duty Manager's Checklist.
- ◆ Analyzed sales figures, forecasted future sales volumes, interpreted market trends by monitoring competitor's activities to facilitate planning and to maximize the profits.
- ◆ Toured the sales floor regularly to be in touch with staff as well as the customers for identifying & solving any urgent issues.

- ◆ Chaired meetings WBR, MBR, QBR to update the department heads on business performance, new initiatives and other pertinent issues, dealt with sales as and when required on weekly basis.
- ◆ Initiated changes and organized special promotions, displays, events and revised trading hours to ensure that the store can compete effectively in the local market.
- ◆ Ensured world-class standards for quality, customer service, health-safety, legal and security are met.

**Retail Store manager - UPIM & Blu Kids Daemaar  
Group - Abu Dhabi(UAE) Oct 2018 to Dec 2020.**

**Key Skills**

- ◆ Manage a multi-brand retail store and create high performance. ☑
- ◆ Develop successful sales plans to grow the store's profitability
- ◆ Analyzing sales figures and forecasting future sales volumes to maximize profits.
- ◆ Implement new product lines and create strategies to introduce and promote them to customers
- ◆ Maintaining awareness of market trends in the retail industry, and actively monitoring what local competitors are doing.
- ◆ Actively monitors customer satisfaction and feedback systems to drive continuous improvement

**Store Manager**

**Apparel Group- Dollar Plus**

**April 2014 -Oct-2018**

**Skills learned**

- ◆ Motivating team to achieve and surpass pre-set goals and targets
- ◆ Actively tracking the poor performance of the staff and guide better performance.
- ◆ Handling extreme pressure in different market conditions, keep the team accountable and focused to drive commercial success.
- ◆ Macro management – Allocate responsibilities to staff by recognizing the individuals' strengths and weaknesses and drive continuous improvement.
- ◆ Importance of going out of the way to deliver world-class customer service.
- ◆ Experiment with different things on operational judgment & administration level.
- ◆ Respond to customer complaints and comments.
- ◆ Ensures store team compliance with all store policy and procedure.

**Assistant Store Manager**

**Wills Lifestyle ITC Limited - INDIA**

**July-2010-MAR-2014**

**Skills Learned**

- ◆ Ensuring the necessary health and safety checks are completed daily.
- ◆ Micro marketing tie-ups with non-apparel brands to increase the business.
- ◆ Retail metrics & KPIs which measures business trends.
- ◆ Maintenance & adherence of Store's SOP's and HR policies.
- ◆ Preparing & discussing daily briefing contents.
- ◆ Customer service standards and product knowledge of the team.
- ◆ Forging long term and positive relationships with new and existing customers Designating tasks to small teams
- ◆ Dealing with inquiries and troubleshooting any problems that arise in due concern of business
- ◆ Proactive and able to use initiative with a `common sense` approach to solving problems.
- ◆ Taking the initiative, especially when it comes to dealing with customers.

**OTHER IMPORTANT DETAILS**

Academic Qualification: B.Com. (Bachelor of commerce) Assam University, India

Date of Birth: 06 / 07 / 1985

Languages Known: English, Hindi & Arabic

Passport No.: W4176468

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