Ms. Stuti Sonani

Business Development Representative and Legal Compliance Manager for Franchise

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Result Driven business development representative with over 2+ years of experience in prospecting, closing deals, and project management. Proven record of leveraging legal framework to drive the Retail store SOPs with efficiencies, and increased revenue with proper management. I seek a dynamic and challenging role to challenge myself and contribute to business success.

AREAS OF EXPERTISE

- Business development
- Problem-Solving
- Data Analysis

- HRM and CRM Policy
- Proposal Drafting
- SOP Designing – Retail

- Contract Drafting
- Retail Territory expansion
- Contract Management

KEY ACHIEVEMENTS

1. Successfully closed the SONANI franchise deal by drafting the proposal, negotiating terms, and finalizing the agreement. Further, details cannot be disclosed due to confidentiality reasons.
2. Highest In-Store Sales in UK and Europe– Swarovski.
3. Successfully designed and implemented a new order processing strategy at SONANI to increase the production efficiency and production cycle.

PROFESSIONAL EXPERIENCE

- **SONANI FOUNDATION**
  Program Manager
  March 2024 – Currently Employed
  1. **Public Trust-** Established the Public Trust for SONANI INDUSTRIES PVT LTD, including developing storyline, strategic planning, and implementation.
  2. **ESG – Correlation**- Led the creation and execution of the company's ESG report, driving sustainability efforts and future-oriented initiatives.
  3. **PR Activities** - Organized and executed PR events, enhancing brand visibility and aligning with CSR and Women's Day celebrations.

- **SONANI INDUSTRIES PRIVATE LIMITED**
  Franchise Designer
  October 2023 – Currently Employed
  1. **Policy Development**: Created comprehensive policies for the franchise model, aligning with company goals and industry standards.
  2. **SOP Creation**: Developed and implemented retail Standard Operating Procedures (SOPs) to optimize operations and boost efficiency across franchise locations.
  3. **Store Management**: Oversaw store management practices, ensuring adherence to brand standards and enhancing the customer experience.
  4. **Franchisee Vetting**: Conducted thorough evaluations of potential franchisees to ensure alignment with brand
  values and operational standards.
  5. **Communication Facilitation**: Managed communication between franchisor and franchisees, fostering strong relationships and ensuring policy compliance.
  6. **Franchise Agreements**: Drafted clear franchise agreements detailing rights, responsibilities, and partnership terms.
  7. **Branding Collaboration**: Worked with packaging teams to create branding materials that resonate with target
  audiences.
  8. **Online Marketing**: Implemented innovative online marketing strategies to enhance franchise visibility and drive customer engagement.

9. **Franchisee Support**: Provided guidance and support to franchisees, developing and executing effective operational guidelines.

10. **Contract Management**: Managed contracts to ensure legal compliance and safeguard the interests of all parties involved.

- **Swarovski, UK**
  Crystal Stylist – LONDON
  Part-Time October 2022 – January 2024
  1. **Retail Experience**: Worked part-time with Swarovski while pursuing law studies in the UK, gaining valuable experience in the retail sector and insights into international customer behavior.
  2. **Key Holder Responsibilities**: Entrusted with key holder duties, including managing store operations and customer service during shifts.

EDUCATION

- **KING'S COLLEGE LONDON**
  PGDip Law and Professional Practice, Law GDL
  (September 2022 – June 2023)

- **AURO UNIVERSITY**
  Bachelor of Business Administration – BBA
  (May 2018 – July 2021)

- **IIT, Kanpur**
  Enhancing Soft Skills and Personality
  (February 2020 – April 2020)

ADDITIONAL SKILLS

1. King's College London: Wills and Estate Administration: The Fundamentals.
2. King's College London: Accounts for Legal Practitioners
3. King's College London: Psychology- Negotiation