**Mohd Athar**

Mobile: +91 9660142602

Email: athermohammedin@gmail.com

To pursue a career with a company having global vision, which encourages creativity and offers an opportunity to learn and develop both in professional and personal life. Wish to enhance my working skills, ability and knowledge to work in groups or team..

|  |
| --- |
| **Skills Set**  **- Channel Sales**  **- Business Development**  **- Training & Development**  **- Client Servicing**  **- Team Management** |

**Career Snapshot**

* **Service-Oriented** sales manager with more than ten years of specializedexperience in the **Wireless Communication Industry**/ **Retail Industry/Entertainment Industry**. Handling channel sales and after sales services and maintaining good and healthy relationship with customers/franchisees/distributors.
* Distinction of exploring markets, standardizing retail operations, initiating restructuring business activities for escalating turnovers & achieving goals.
* A versatile thinker with a proven track record of increasing revenues, establishing channel networks, streamlining workflow and creating a team work environment to enhance productivity.
* Demonstrated abilities in devising marketing activities & accelerating the business growth.
* An effective communicator with excellent relationship building.

**Key Deliverables**

**Retail Sales**

* Assisting in formulating business plan for retailing activities & development in the region in consultation with top management for organizational development.
* Establishing new stores/ set-ups from scratch after in-depth study of market dynamics, demand and supply scenario as well as detailed profitability calculations.
* Accountable for demand forecasting & ensuring optimum inventory levels to meet the market requirements.

**Channel Sales**

* Exploring business potential, opportunities & clientele to secure profitable business volumes.
* Designing marketing plans for augmenting the business volume by enhancing brand visibility and recall.

**Brand Visibility/ Displays**

* Creating appropriate communication plans, planning tactical campaigns and ensuring implementation.
* Ensuring maximum brand visibility and capture optimum market shares.

**Team Management**

* Monitoring, recruiting, training & motivating the manpower & ensuring quality services in the market.
* Leading, mentoring & monitoring the performance of team members to ensure efficiency in process operations and meeting of individual & group targets.
* Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst Team members.

**Employment Profile**

**(Apr19– Present) at Trent Ltd. A TATA Enterprise (Westside ) as Manager Operations**

As a Store Manager, will be responsible but not limited to the following:

•In charge of sales and operations for Three Floor Store in City Pulse Mall / Jaipur

•Ensuring target achievement as prescribed by the management through effective strategies, customer handling

•Analyzing all the data available at store

•Handling cash while preparing credit, sales and stock reports as a part of daily closings while managing the expenses

of the outlet as well as maintaining fortnightly P&L reports for presenting to the management

•Accountable for profitable costing & pricing of the products to ensure highest product quality as well as minimum

Wastage; reconciling ancillary inventory, analyzing variance & compiling reports for the management

•Responsible for inventory management and control, maintaining adequate inventory and replenishing it based on

Demand/supply forecasts

•Supervising overall performance of the store including Sales, costs, Gross Margin and Customer satisfaction

•Achieve high level of customer satisfaction by ensuring adherence to service quality standards and norms

**(Nov13- Apr19) at Landmark Group (Max) as Store Operations Manager**

As a Store Manager, will be responsible but not limited to the following:

\* Overseeing the store's day-to-day operations  
\* Driving sales through effective operations management  
\* Ensuring that the store delivers a strong and commercial visual package  
\* Manage cash & stock account systems  
\* Preparing relevant reports and attending regular meetings

\* Has proven track record in a senior retail sales management role  
\* Well presented and articulate  
\* has strong leadership skills  
\* Fashion luxury experience

**(May10- Oct 13) at Bharti Retail Ltd. (Bharti Walmart) as Center Operation Manager.**

**Working as the store operations manager who is responsible for sales, visual merchandising and maintaining world class store standards. Responsible for running store with profitability.**

•In charge of sales and operations for Compact Hyper-Easy Day (35,000 s.q.f.t) and Super Market- Easy Day (3,000

s.q.f.t) sections of Bharti Wal Mart.

•Responsible for execution of monthly marketing themes like summer, winter, festival at store level.

•Ensuring target achievement as prescribed by the management through effective strategies, customer handling

•Analyzing all the data available at store level using the Wal-Mart software to predict the demand in future & to order

Merchandise accordingly.

•Handling cash while preparing credit, sales and stock reports as a part of daily closings while managing the expenses

of the outlet as well as maintaining fortnightly P&L reports for presenting to the management

•Accountable for profitable costing & pricing of the products to ensure highest product quality as well as minimum

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**SINCE JANUARY**

•Accountable for planning the Store Layout, and accordingly plan the inventory and assets as per Quantity, Margin,

Markup, Markdowns etc

•Ensuring strict adherence to SOP as well as Policies & Controls while planning, organizing and delegating work

Among staff to facilitate optimum utilization of available resources

•Creating brand awareness in the locality of the store to increase delivery orders as well as creating/ maintaining good

Brand image by providing best quality product and services

•Responsible for providing end-to-end services to customers by assisting with complaints, queries and helping repeat

And referral business

**The Attainments:**

• Attained YOY Sales target of 121% sales in the Year of 2011.

•Attained YOY comp growth of 70%, one of the best in country.

•Won the all India in-store contest for best Diwali & Summer theme display.

**(Dec 07- Apr 10) at Zapak Digital Entertainment Ltd (Reliance ADAG) as Area Sales Manager**

**Working as an Area Sales Manager for Del, Raj & Lko Stores overall handling sales & distribution of more than 15 Coco & Franchisee Stores and taking care of channel sales of zapak merchandise & gaming software’s to distributors and franchisee stores.**

**Job Role:**

* Having responsibility to handle the sales and distribution of Raj, Del & LKO stores and run them with profitability.
* Motivating the distributor team and boost them for sales and achieved there set targets.
* Analyzing business and newer avenues of business.
* Creating a mix of team who fulfill the criteria of objective value and resources.
* Generating business through marketing tie-ups, understanding the competitors business, and learning from their mode of operation.

**The Attainments:**

* Showed growth in the store sales week on week.
* Introduced new ways of tracking sales to analyze individual performance.
* Made the Jaipur Store as the highest revenue earning café among all Zapak stores in North India.
* Tied up with various companies like Pepsi, Lays, Bingo & Cadburys to keep stock in our stores which helped in increase of the Top line Sales of the store.
* Successfully held various tournaments for Zapak, War Rock and also tied up with local companies to hold their Private tournaments in our store.
* Was the first to start corporate tournaments at a local level in Jaipur with participating companies like Vodafone

**Achievements:**

Received certificate and award for the Best Sales Manager North in all the parameters like retail **sale**, channel sale,

Reporting, **never say no attitude** etc.

**(Nov 2007-Dec 2007) at Sify Ltd as Territory Manager**

**Working as a territory manager in Sify Ltd. Having the responsibility of handling big territory of Rajasthan state (Kota, Udaipur,Bikaner, Jodhpur)**

**Job Role:**

* Engaged in full co – ordination with all the departments like wise Activation department for timely activation, Solving out the Queries and discrepancies relating to the customers.
* Handling SME’s clients and offer them premium range of secure and managed internet access services enabling the enterprise with dedicated, high-performance IP connectivity to conduct business critical transactions over the public internet.
* Pitching various products of Sify to corporate clients and convincing them for using company’s services.
* Making & analyzing reports-including daily sales report, customer retention report, category wise contribution report, tracking regular customers-telecalling, catering to customer query.
* Maintaining high level of customer focus and sale orientation with the help of store manager.
* Focusing on weekly targets and the category and making strategy on which aspect focus will be placed.
* Engaged in inventory management.

**(Feb 2005 – Sep 2007) at Reliance Communication as Store Manager**

**Experience of Handling a strong team of Sales Executives and FOS in Reliance Web Store Ltd. Having the responsibility to motivate the team and make them work at there level best. Handling not only sales but also gave customer after sales services and serve them in best possible manner.**

**Job Role:**

* Deliver sales presentation and demonstration to maximize sales performance
* Motivating team to perform at there level best
* Making & analyzing reports-including daily sales report, customer retention report, category wise contribution report, tracking regular customers-telecalling, catering to customer query.
* Maintaining high level of customer focus and sale orientation with the help of store manager.
* Focusing on weekly targets and the category and making strategy on which aspect focus will be placed.
* Engaged in inventory management.

**EDUCATION**

**Professional Qualification:**

Completed MBA from Rajasthan University in International Business (2006)  
Bachelor of Computer Application (BCA) from Birla Institute Technology (2004)

**Educational Qualification:**

Higher Secondary from SAINT XAVIERS SCHOOL JAIPUR (2001)

Secondary from SAINT XAVIERS SCHOOL JAIPUR (1999)

**PERSONAL DETAILS**

**PERSONAL INFORMATION**:   
NAME MOHD ATHAR  
DATE OF BIRTH 14TH AUG 1983  
MARITAL STATUS UNMARRIED  
FATHERS NAME RAZI AHMED  
LANGUAGE KNOWN ENGLISH, HINDI

DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ SIGN:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**DECLARATION:**

The above information to the best of my knowledge is correct & true. No attempts have been made to falsify detail.

**Mohd Athar**