**Resume**

Abhiroop Mitra

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**Objective:**

To be a leader by actions and optimize the productivity of the organization, utilizing the learnings from Executive MBA at ISB coupled with14 years of experience in managing resources: people, vendors, technology and products to increase customer base, provide conflict resolutions, develop and support the company's sales and marketing efforts to achieve financial success.

**Educational Qualification:**

* **MBA** (PGP-PRO) from Indian School of Business (ISB) Hyderabad (pursuing)
* **Bachelor of Commerce** from RTM Nagpur University, 2009

# Higher Secondary School Certificate Examination from Maharashtra State Board of Secondary and Higher Secondary Education, Pune, 2002

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**Work Experience:**

***Store Manager Operations at Urban Ladder, Bangalore*** *(14th Jul’18 – 15th Feb’20)*

***About:***Urban Ladder is an omnichannel furniture and decor retailer based out of Bangalore

***Situation*:** Objective was to scale-up the operations for a profitable smaller format showrooms of Urban Ladder located in a posh locality. The scaling had to be balanced and calculated.

***Task:*** Took the responsibility of this profit-center, considering calculated risks and helping in operations, marketing, merchandising, financials and people resources

***Result:*** The profit-center led by me became a case-study for the other stores in the same region. **Scaled up the average monthly sale to Rs.1.6 crore.**

***Store Manager Operations at Unlimited (Arvind Lifestyle Brands Ltd.), Bangalore*** *(12th Dec’16 – 12th Jul’18)*

***About:***Unlimited is a part of Arvind Lifestyle Brands Ltd., promoting Value Fashion at an affordable price

***Situation*:** One of the four (4) flagship store of Karnataka whose operations were not up to the mark due to which it was falling short of its potential

***Task:*** Took up the store operations, leading a team of 50 people and was able to drive the business from an average of Rs 66 lakh to an average monthly sale of Rs. 83lakh within a year

***Result:*** The store was recognized twice with the ‘Best Store of the Year’ pan India, Achieving an LFL growth of 31%, Conversion growth of 5%, IPCM growth of 30% & ATS growth of 16% & Retail Efficiency growth of 12%

***Retail Operations Executive for Landmark Arabia (Landmark Group), Jeddah, Saudi Arabia*** *(14th Jul’15 – 8th Dec 16)*

***About:***The Landmark Group began its journey in 1973 with one store in Bahrain and has grown into one of the largest retailers and hospitality conglomerates in the Middle East, Africa and India

***Situation*:** Working as a Retail Operations Executive I was required to Assist the General Manager (GM) Operations of the company. The company was planning to set up stores in a city under western region head office at Jeddah. However, the concepts weren’t very keen on the upcoming store owing to the proposed locality.

***Task:*** I was responsible in coordinating with the concept heads and align them to open stores in that locality. I undertook a survey and got an information about an upcoming parking lot (300 cars capacity) being set up the Government next to the proposed property for the store

***Result:*** Max and Centre Point opened their stores at the proposed locations which they were initially hesitant and were overachieving the targets from the first month of operations

***Store Manager Operations for New Look, Landmark International (Landmark Group), Jeddah, Saudi Arabia*** *(19th Oct’14 to 30th Jun’15)*

***About:***New Look *is a UK based Franchise Operated by Landmark Group to promote High End Premium Fashion with value for money & Compete Brands like ZARA*

***Result:*** Proven track record of achieving Top line & maximizing Bottom line

***Concept Manager Operations for Big Mega Mart (Arvind Retail), Pune*** *(26th Oct’12 to 6th Oct’14)*

***About:***Megamart is a part of Arvind Lifestyle Brands Ltd., promoting Value Fashion at an affordable price

***Result:*** Managing overall store operations with an annual turnover of Rs.16.6Cr (Total Store Turnover Rs.36Cr). Successfully lead a team & launched 3 New Large Format Stores

***Department Manager Operations for Brand Factory (Future Group), Pune*** *(8th Mar ’12 to 20th Oct ’12)*

***About:*** Brand Factory is a chain of retail stores operated by Future Group

***Key responsibilities:***

Part of Launching a New Store, Managing & motivating the store team, Training and developing team members to achieve better sales and distributing store targets

***Store* *Manager and Administrative Head* for *Fashion Planet, Nagpur*** *(1st* Mar ’05 to 4th Mar ’12)

***About:*** Fashion Planet is a leading Showroom and Outlet for branded garments (Exclusive Grasim Showroom).

***Key responsibilities:***

Leading a team of 10 people as the Store Manager & Administrative Head to drive sales, looking after the books of accounts and handling customers

***Core Competencies:***

* Strategic Planning
* Merchandising Skills
* Negotiation
* Conflict Management
* Team Management
* Inventory Management
* Target Orientation
* Retail Operations
* Product Management
* Resource Management
* Performance Management
* People Management
* Customer Management
* New Store Launch
* Staff Training
* Prepare, Handle & Analyze Reports
* Store MIS/DSR Analysis
* Weekly Stock Corrections
* Weekly Best/Slow Sellers Review
* Call, Arrange & Manage Board Meetings

**Accomplishments:**

* Recognized as ‘Best Store’ pan India – Unlimited for two consecutive times
* Cited for management skills by General Manager, Landmark Group as*: ‘A person with special expertise in managing staff in multiple location environments’*
* Represented Maharashtra State and District Teams in Taekwondo and won Gold Medals at both the levels
* Shouldered the responsibility and represented Hislop College as Secretary of Commerce Students Committee
* Actively participated in football and cricket tournaments at the university and school level

**Strengths:**

* Analytical problem solver
* Strong communication skills
* Dedicated and self-motivated
* Driven to learn-apply new ideas

**Personal Information:**

Mother’s Name - Sujata Mitra

Father’s Name - Pradip Kumar Mitra

Date of Birth - 06 January 1984

Gender - Male

Nationality - Indian

Languages - English, Hindi, Marathi and Bengali