

**SRINIVASAN SANTHANAM**

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**Aspiring for senior level roles in Retail Store Operations / Business Development / Customer Relationship Management with a reputed organisation.**

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| **Competencies Overview****Profit Centre Operations Strategic Planning Store Management New Set Ups / Start Ups Business Development Business Tie Ups Team Management** |

**Apercu**

* An astute professional with 20 years of cross-cultural experience in Retail Store Operations, Business Development and Team Management.
* Extensive experience in planning, supervising and managing the entire store operations, resource planning, procurement and maintenance of inventory levels for smooth functioning of all departments.
* Proven track record of developing procedures, service standards and operational policies, planning & implementing effective control measures to reduce running costs of the unit.
* A consistent performer with a proven track record of increasing revenues and streamlining workflow.
* Track record of attaining consistent yearly growth both in terms of sales and revenues, as well as developing new clients, thereby expanding the customer base.
* Resourceful in conceptualising branding and promotional schemes, as well as ensuring successful product launches in the assigned territory.
* Effective communicator with exceptional relationship management skills with ability to relate to people at any level of business.

AREAS OF EXPERTISE

Profit Centre Management

* Overseeing complete business operations in the Strategic Business Unit (SBU)/ SKUs with accountability of profitability, forecasting monthly/ annual sales targets, & executing them in a given time frame.
* Strategizing the long term as well as short term business directions to ensure maximum profitability in line with designated objectives.

Retail Store Operations

* Implementing sales promotion plans & new store concepts to generate sales for achievement of targets; coordinating the in-store promotional activities for new releases & special products.
* Conceptualising visual merchandising displays, windows & design of retail outlets for maintenance of a high-end store image.
* Planning and implementing infrastructure / facilities, renovation, development and expansion in stores & sustaining profitable operations with focus on marketing.
* Organizing and conducting practical & training programs, to enhance skills & motivational levels.
* Setting new units, identifying locations, negotiating with suppliers & related works.

Business Development

* Identifying and developing new streams for long-term revenue growth and maintaining relationships with customers to achieve repeat/ referral business.
* Tapping new markets and coordinating with channel partners to penetrate these segments to expand business & generate income.

Sales & Marketing

* Driving sales strategies for attainment of periodical targets with a view to optimize revenue from primary as well as secondary sales.
* Conducting sales promotional activities as a part of brand building and market development effort by mapping the target customers / audience.

Customer Relationship Management

* Managing customer centric operations & ensuring customer satisfaction by achieving service quality norms.
* Ensuring redressal of customer complaints within specified timeframe, resulting in customer satisfaction.
* Establishing cordial relations with customers to ensure repeat and referral business.
* Achieving maximum customer satisfaction by closely interacting with in-house and potential guests to understand their requirements and customizing the product and services accordingly.

Team Management & Development

* Recruiting team members, grooming them and monitoring their performance to ensure efficiency in operations and meeting of individual & group targets.
* Identifying and implementing strategies for building team effectiveness by promoting cooperation.
* Providing a growth-driven environment to the team and sustaining well-planned initiatives for performance management, appraisal and training of associates.

Organisational details

APRIL 2018 – may 2019 - TOTAL FORTUNE STARS

HEAD – DOMESTIC dIVISION ( aPPAREL MANUFACTURING UNIT)

* Business planning and strucuturing
* Coordinating with the Product Development
* Involving in Marketing and product Analysis
* Selection of Fabrics
* Purchase of fabrics
* Production Schedule and Operation plans
* Monitoring Designing and Sampling
* Monitoring Lab dips
* Costing
* Raw Material Purchase
* Production Follow Ups
* Selling the concept
* Booking orders
* Confirming Deliveries
* Payments Follow up
* Taking care of Internal & external communication,
* Accessories & trims
* Following up with internal order sheets
* Confirming the purchase orders
* Advising and assisting production
* Advising quality department about quality level
* Mediating production and quality departments
* Giving shipping instructions and following shipping with the Logistic Team,
* Helping documentation department
* Taking responsibility for inspections
* Following up the delivery of the shipment
* Finally tacking care of Sales, Marketing & Retail Operations.
* Reporting to the Managing Director

July 2017- till MARCH 2018- sRIDEEP fASHIONS .

Manager pARTNER - Sales and marketing ( home textiles)

* Taking care all aspects of Marketing & Sales Operations

July 2016- till May 2017- Zen linen international pvt Ltd.

Manager- Sales and marketing ( home textiles)

Brands handled – amazon, flipkart,snapdeal,lifestyle,homecenter,springfeel,Peps

* **Monitoring and analysing market trends**
* **Studying competitors' products and services**
* **Exploring ways of improving existing products and services, and increasing profitability**
* ***I*dentifying target markets and developing strategies to communicate with them**
* **Preparing and managing marketing plans and budgets**
* **Managing promotional material**
* **Liaising with other internal departments such as sales and distribution**
* **Finalizing the reports to monitor results**
* **Presenting findings and suggestions to company directors or other senior managers**
* **Travelling to trade shows, conferences and sales meetings**
* **Supporting and managing a marketing team.**
* **Taking care of Brand marketing in Domestic, International.**
* **Handled four states Tamilnadu, Karnataka, Kerla & Andra Pradesh.**
* **Reporting to CEO & Managing Director.**

Jan’14- till date Manager Partner – Srideep Fashions, Coimbatore. (Trading of Textiles & Garments)

Key Deliverables:

* Directly involving in the Sales & Marketing activities.
* Meeting the Buyers & Sellers and coordinating their trade activities..
* Presenting the Products to the buyers according to the requirement and taking their orders
* Coordinating with the merchandizing team & product development team and develop the products to the buyers requirement.
* Involving & Coordinating with the Production team & Packing team for the final output of the product till the end output of buyers requirement.
* Follows up of payments from the buyer to the seller and involving in the management meetings for the new orders and new clients.

May’10- till Jan’14 Manager-Retail Sales & Domestic Sales

Vijayeswari Textiles Ltd., (VTX Industries) Coimbatore. ( Home Textiles Division)

Brand Handled – Mays, Khols,Amazon,Dwell Studio,Jablong, Snapdeal, BigShoe Bazaar, Limeroad, Flipkart.

Key Deliverables:

* Provide customer service by greeting and assisting customers, and responding to customer inquiries and complaints.
* Direct and supervise employees engaged in sales, inventory-taking, reconciling cash receipts, and in performing services for customers.
* Monitor sales activities to ensure that customers receive satisfactory service and quality goods.
* Taking care of inventories stock and reorders when inventory drops to a specified level.
* Instructs staff on how to handle difficult and complicated sales.
* Hiring, training, and evaluating personnel in sales or marketing establishments, promoting or guiding workers when appropriate.
* Assigns employees to specific duties.
* Enforces safety, health, and security rules.
* Examine merchandise to ensure that it is correctly priced and displayed and that it functions as advertised.
* Plans budgets and authorizes payments and merchandise returns.
* Handled four states – Tamilnadu, Kerala, Karnataka & Maharastra.
* Reporting to GM – Marketing & CEO

Jun’08 – Mar’10 Retail Operation Manager (Home ware Division)

Collezione General Trading LLC, Dubai Mall, Dubai

Key Deliverables:

* Formulating new marketing schemes and sales channel strategies.
* Steering store merchandising and space planning.
* Maximizing the sales by influencing and driving merchandise to optimize the sales.
* Addressing customer complaints and product complaints.
* Monitoring the store development and inventory management.
* Reviewing stock levels, product pricing and allocations to achieve sales budgets.
* Taking care of trading calendar and seasonal calendar planning.
* Maintaining the accounting system & formulating trading calendar and seasonal calendar plan.
* Imparting training to the staff members on policies and communication.
* Implementing new schemes to improve sales and decrease the dead stocks.
* Liaising with various retail outlets as well as warehouses, product & finance team.

Major Accomplishments:

* Steered various activities Trading and Management, Personnel Development, Team Management, Inventory Management & Stock Distribution.
* Merit of having achieved the sales targets against the allocated one.
* Managed financial indicators, business development as well as implementation & integration of new initiatives.
* Awarded for the following activities:
* Good Retail Operation Manager by the Brands.
* Introducing the Brands, achieving the best distribution network and establishing the brands.
* Best Manager for achieving the highest circulations.

Nov’07 – Apr-08 Manager - Accounts & Ticketing

Global Village, Global Exhibition and Event Management, Dubai

Key Deliverables:

* Monitoring issuing of the entry tickets to the respective counters.
* Managing collection of cash from respective counters and tallying them and depositing the cash in the banks.
* Mentoring the ticketing team and distributing the work accordingly.
* Providing information to the management regarding the re-order stock items when the number falls below the minimum level to maintain stock at the authorizes level.

Apr’00 – Oct’07 Retail Operation Manager – Retail Fashions & Luxury Goods

Shoppers Paradise, Coimbatore

Brands handled: Colourplus, basics, genesis, stori, venfield, sting, classicpolo, trigger, calzini, primex, jockey, areba ….

Key Deliverables:

* Spearheading various areas of retailing, viz. selling, customer care, product knowledge, inventory control and visual presentation.
* Formulating & implementing sales strategies for brand fenestration in the assigned area.
* Mentoring shop management teams & monitoring commercial activities.
* Increasing sales potential, maximizing productivity, promoting awareness of the trading environment and ensuring best retail practices are adopted.
* Imparting training to the staff members on policies, processing skills, business communications & developing customer relationship.
* Handling stocks planning, allocation and distribution of stocks.

May’97 – Mar’00 Operation Manager – Administration & Operations.

Malligai Departmental Stores (Pvt.) Ltd. (Nilgiris Group), Coimbatore

Key Deliverables:

* Steering executive and management duties as well as exercising financial authority at the established level.
* Monitoring a team of 20 staff members as well as liaising with prospective & potential clients.
* Mapping new business opportunities and assessing customer’s needs.
* Ensuring timely supply of services to the home consumption, caterers, hotels, restaurants and other institutions.
* Achieving the sales targets through implementation of incentive schemes.

PREVIOUS ASSIGNMENTS

Jan’95 – Apr’97 Executive – Manager

Cosmos Computer Prints, Chennai

Apr’90 – Dec’94 Managing Partner

Trax Computer Consultancy, Chennai

Oct’88 – Mar’90 Office Manager – Administration & HR

Kungumam Publication (P) Ltd., Chennai

TRAINING / SEMINAR ATTENDED

* Facilitate continuous improvement team work towards the projects of improving customer service, sales administration, reduction of inventory, cost reduction activities in communication process.
* Attended two-day seminar on retail logistics and distribution management in 2005.
* Completed training programme on Self Development in Chennai by Confederation Indian Industry in 1999.
* Work related training on merchandising to increase sales, security awareness, stock and ordering, staff training, appraisals and motivation staff management techniques.
* Training on improving customer satisfaction, sales administration, reduction of inventory loss, cost reduction and communication skills.

Academia

(PGDBA) Loyola Institute of Business Administration (LIBA), Chennai 1993

B.Com. Madras University, Chennai 1988

Guru Nanak College, Chennai

IT QUALIFICATION

* Diploma in Computer Applications from Cameo Software Solutions Ltd., Chennai.

IT SKILLS

* Well-versed with MS Office, MS Excel, MS Word & ERP – Sales and Distribution Module.

Personal dETAILS

Date of Birth : 5th October, 1967

Address : 176/84, West Sambandam Road, R.S. Puram, Coimbatore – 641002, Tamil Nadu

Languages Known : English,Tamil, Hindi and Malayalam (Basic)

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