**Neeraj Kumar**

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**Offerings:-**

* Highly versatile & focused entrepreneur having strong leadership, team player and interpersonal skills with diverse experience of twenty plus years in retail industry. Led and worked with multinational teams to maximize operational efficiency, cost optimization and raise net profit in dynamic business set-up.
* Being adaptable, driving change management, hardworking, honest & solution provider at any situation is my biggest strength.
* Proven ability to take long-term strategic view on business processes and formulate appropriate responses built upon education & experiences.

**Exposure:** - Strategic planning, Store Operations/Management, People/Team management, Sales & marketing promotions, Business Development, Customer Relationship management, Merchandise planning & allocations, Budgeting & forecasting, Cost Optimization, P&L management & delivering Profitability.

**Job Experience:-**

**Future Group since 13th May 2008.**

* Company Profile: - A Unit of Future Retail Ltd. (FRL) a part of Future Group- Pioneer of value retailing in India.
* Future Group also owns FLFL (Future Fashion Lifestyle ltd.), FCL (Future Consumer ltd. & insurance co. Future Genearli under its umbrella.

**Current profile –Area Business Head (since March 2017)** and reports to zonal CEO.

**Area Business Head for Big Bazaar –**Nagpur region since April 2019 & handling Seven stores:-

* Store manager, Area people manager, Cluster VM, Cluster marketing, Cluster category lead directly report to me.
* Handling retail space of Two Lakhs SFT & and team size of 300.
* Delivering annual turnover of INR 350 Cr. and EBITDA of 28 Cr.

**Area Business Head for standalone FBB –**West Bengal region (March 2017 to March 2019) & handling twelve stores:-

* Having stores at multiple locations - Kolkata, Howrah, Konnanger, Siliguri and airport stores (Bhubaneswar, Guwahati & Raipur).
* Handling retail space of one lakh five thousand SFT and team size of 150 people and delivering annual business of 135 Cr and EBITDA of 6.5 Cr.

**Market manager/Area Business Head – Job Profile -**

**DRIVING PROFITIBILTY/EBITDA THRU SALES MAXIMIZATION, PEOPLE PRODUCTIVITY, SPACE PRODUCTIVITY, OPEX OPTIMOZATION, COST CONTROL, MARKDOWN & INVENTORY MANAGEMENT.**

* Scenario planning based on data, coordinate with all stake holed make actionable and drive the same strongly on day to day basis.
* Conducting weekly & monthly review meeting of Store Manager & Department manager for sales review & actionable for the coming week/month.
* Review based on KPIs, Articles level Sales Thru, ROS, Own brand contributions, stock cover, fill rates, margin, promotions/festive drive and loyalty business.
* Enhanced manpower productivity almost by 50% by focusing, driving & motivating team for multi-tasking.
* Increased space productivity by proper product/brand placement, aligning product flow in departments per guideline and suggesting change in layout/flow based on data analysis.
* Coordinating with other brands/vendors for SIS & SOH.
* Ensuring strong drive of loyalty program, in -store customer engagement activities and BTL in immediate catchment to develop customers connect and ensure their frequent visit to the stores.
* Conduct/organize regular training of store team, people engagement activities to keep them always motivated & help them to grow in their personal & professional life and align them with company’s agenda.
* Leading Transformational Change by driving execution of technology –engage 24x7 & FBB Omni for the zone by proper training to the DRI & it’s daily tracking and hence assisting stores in exceeding customers’ expectations
* Ensure 100% adherence to company’s SOP’s by regular audit of checklists & registers helped to score high in all audits (external & internal).
* Ensure 100% adherence to statutory compliance at all times by regular inspections to restore brand reliability among customers & to avoid any unwanted hindrance from local government authorities
* Ensure 100% timely execution of any promotions in all the stores by coordinating with Store managers, Visual merchandiser, and category & Marketing team.

**As a Store Manager at Big Bazaar (May 2008 to February 2017):-**

There are Twenty Managers (ASM/DM/Marketing/Admin/Warehouse Manager/Manager Ops/HR) directly & team of over three hundred members indirectly report to me.

**Successfully worked at various locations:--**

Big Bazaar LIC at Kolkata (Highest sales turnover & EBDITA in the East Zone) and reporting to Zonal head. Store size is of 36500 SFT (Retail area-20000 SFT) & Yearly Turnover of INR 120 Cr. and delivering 15% store EBITDA.

* Big Bazaar Kothrud at Pune (13th May 2008 to Oct.2011).Store size 8000 SFT & Yearly Turnover of INR 80 Cr.
* Big Bazaar Nanded (Nov. 2011 to June 2012), Big Bazaar Amravati (July 2012 to March 2013), Big Bazaar Landmark at Nagpur (April 2013 to Feb.2015).
* Handling varied Line of business – Fashion, FMCG, Staple, Process Food, Fresh Food, Beauty, General Merchandise, Electronics, and Home Fashion, Toys & sports & Luggage.

**Job Profile:-**

* Achieving sales target by daily review with mangers and Team Leaders of – Sales, Ticket size, Quantity per bills, Nos. of bills and Conversion.
* Strong drive of sales enablers like- Wed Bazaar, Big days, MBB, Loyalty, Exchange Mela, EOSS,Ticket size offers, Product celebration, Community connect by celebrating local & national festivals and innovative & aggressive BTL activities in immediate catchment.
* Proactive in planning & executing majors to achieve operational excellence and ensure positive Moment of Truth to the customers by maintaining all the customers touch points like-Store hygiene
* & ambience, proper parking space, availability of trolleys & baskets, proper baggage counter, stock availability, proper VM communication, well groomed & trained staffs, temperature, music, neat & clean washrooms and faster checkout throughout the day.
* Implementing actionable to control stock damages & shrinkage and keeping the same under company’s set norms (<0.5% of sales).

**As a Restaurant General Manager, Ops Manager & Shift Manager (13th Feb 1999 to 31st April 2008)-**

**MAIN LAND CHINA**: - As Manager Operations and reporting to Director Operations from 2nd January 2007 to 31st April 2008.

* Company Profile: - A Unit of SRPL (Specialty Restaurant Pvt. Ltd.) owns famous brands like Main Land China, Oh! Calcutta, Haka, Sigri, Just Biryani, and Sweet Bengal in all major cities of India.

**PIZZA HUT**: -As a Restaurant General Manager (RGM) and reporting to Area Coach from 1st April 2005 to 31st Dec.2007.

* Company Profile: - A world known brand owned by YUM Restaurant International (YRI) worldwide and by Devyani International Ltd. (DIL) in North & East India.

**SOLARIS (THE FOOD DESTINATION**): - As an Assistant Manager (Officiating Manager) and reporting to General Manager from 1st April 2003 to 31st 2005.

* Company Profile: - Solaris (The Food Destination) consists of two Restaurants namely Mercurries (The Desi Diner) and Aqua (The Lounge) and two banquets halls namely Neptune-1 & Neptune-2 at Shivaji Enclave, New Delhi, Unit of Mahakali Hospitality Pvt. Ltd.

**PONDEROSA STEAKHOUS & BENNIGAN’S: -** As a Shift Manager and reporting to Restaurant Manager from 1st July 2001 to 31st March 2003.

* Company Profile: - A Casual Family Dining Restaurant at Bahrain, Middle East, owned by Bahrain Family Leisure Co. and by Metro media group worldwide, known for its USP of Grand Buffet and tender beefsteaks throughout the world.

**THANKS GOD IT’S FRIDAY’S (TGIF): -** As Team Leader & with an additional responsibility of In Store Trainer and reporting to Restaurant Manager from 13th Feb. 1999 to 30th July 2001.

* Company Profile: - World’s Leader in casual Dining Restaurant, at New Delhi, Vasant Vihar, owned by Bistro Hospitality Ltd. in India & by Carlson Group of Hotels worldwide. Rated the best in Western cuisine in Delhi and known for its USP of Casual dining.

**Educational Qualifications:-**

* Successfully completed two years (2009 to 2011) Post Graduate Diploma in Business Administration (PGDBA) through distance learning from Symbiosis “A” grade and awarded the certificate on 21st February 2012.
* Three years (1995 to 1998) Diploma in Hotel & Restaurant Management from IIAS School of Hotel and Tourism Management, Calcutta, and awarded the diploma on 24th October 1998.
* 10+2 from CBSE board, 1994 securing 70%
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* Working knowledge of MS-Office.

**Training & Development Programs Attended:-**

* Underwent a comprehensive training program conducted by Yum Restaurant International (YRI) for three months of Leading a Shift (LAS) & Leading a Restaurant (LAR). The topics included Developing Leadership, Operation Management, Conflict Management, Contingency Planning, Time Management and Managing Profitability.
* Successfully cleared PRISM (Pantaloons’ Retail’s Internship for Store Manager) in Sept. 2011 and attended 21 days exclusive workshop at Learning & Development Centre, Ahmadabad and promoted to Manager from Deputy Manager.
* Successfully cleared LEAP (Leadership Excellence Advancement Program) and attended training programs on People Excellence, Process Excellence and Profit Excellence and promoted to Senior Manager.

**Key Achievements/Award/Recognition:-**

* Appraised from President of FRL-Mr. Sadashiv Naik for successful launching of Private (own brands) in the store and achieving the planned sales mix.
* Successfully implemented MPM (Merchandise Planning Manual) in Food Bazaar in Process Food, Home & Personal Care and Staple departments at Six Big Bazaar of Pune, which increase the Food Bazaar margin by 1%.
* Appreciated by CEO of Devyani International Ltd.-Mr.Virag Joshi for planning & successful execution of innovative BTL marketing activities at Jodhpur.
* Appreciated by group CEO of Bahrain –Mr. Amar Dawood for successfully doing the highest restaurant sale in the country during Ramadan week.

***Neeraj Kumar.***