

DINESH TIWARI

E-Mail: twrdinesh1977@gmail.com | Phone: +91-9990732905 / +91-7042598882

Mailing Address: G-124, Kailash Puram, Govindpuram, Ghaziabad – 201002, Uttar Pradesh

Senior Management Professional

Scaling new heights of success with hard work & dedication and leaving a mark of excellence on every step; targeting challenging assignments in Retail Store Operations / Visual Merchandising with a leading organisation in Retail industry; preferably in Delhi-NCR / Kolkata / Uttar Pradesh

PROFILE SUMMARY

- **Result-oriented professional** offering over **18 years** of rich experience in **Retail Store Operations** and **Visual Merchandising**
- Proficiency in **leading & managing the retail operations** successfully; excellence in conceptualizing & implementing various business strategies
- Expertise in **managing overall profitability of operations** and strategic utilization & deployment of available resources to achieve organizational objectives
- Excellence in **analysing market trends and establishing healthy & prolonged business relations** with clients, thereby ensuring higher market share
- Resourceful in **developing & maintaining the records of inventory levels** in effect reducing stock outs and ensuring customer fulfilment rates remain high
- Proficient in **managing sales operations and cementing healthy relationship with the clients** for generating business and leading workforce towards accomplishing business & corporate goals
- Exposure in **driving operational, visual & customer service standards** in store by categorizing customers based on their levels of loyalty and preparing different strategies for each of them
- Proven skills in **achieving / exceeding targets, opening new & profitable product / services markets** and setting up business operations in untapped markets
- Efficient organizer, motivator, team player and a decisive leader with the capability to motivate teams to excel & win

CORE COMPETENCIES

*Retail Store Operations
Product Promotions
Vendor Management
Customer Service Operations*

*Visual Merchandising
Inventory Management
Event Management
Cross-Functional Coordination*

*Strategic Business Planning
Business Development
MIS Reporting & Analysis
People Management*

ORGANISATIONAL EXPERIENCE

Mahamai Retail Services & Solutions Pvt. Ltd., New Delhi as DGM – Operations

Since Jun'15

Key Result Areas:

- Managing the entire operations of Stores / HORECA; developing new clientele in hotels /restaurants/corporate
- Administering Food Production Division and storage as per the client's specifications
- Rolling out store plan as per target set up by management and aligning them with company's objectives; monitoring timely launch & availability of new products across all retail counters
- Formulating & implementing sales promotion plans and new stores concept to generate increased sales for achievement of revenue targets
- Working as a coordinator between the Management and Employees /Staff
- Delegating administrative task such as accounting, paperwork and payroll
- Maintaining track of purchase & sales as per the business plan assigned; performing business review meeting & analysis
- Ensuring the adherence to commercial norms in terms of housekeeping, invoicing accuracy, FIFO and Claims Clearance
- Coordinating the in-store promotional activities for new releases & special products
- Forecasting trends, plan-stocking & de-stocking planning budgets and presenting the sales forecasts / figure for new ranges to Senior Managers

Accomplishments:

- Achieved the sale growth of 100% in revenue & quantity terms within a span of 1 year in Horeca Division through local tie-ups with various brands such as Oberoi Flight Catering, Crown Plaza, Radisson, Massive Restaurants and Jubilant Group
- Developed smooth supply chain through tie-ups with various brands such as Shanti, Suguna, Sneha & Supriya in Coimbatore
- Member of Development Team in online model software named Fresh2cook in Mahamai Retail

Solus Group of Company, Delhi as Manager – Operations**Jan'09 – May'15**

Managed 3 verticals i.e. The Big Store (12000 sq. ft. – 18000 sq. ft.) Hyper Market Format having 2 stores in Ghaziabad & Meerut, Daily Basket: (200 sq. ft. -350 sq. ft.) Franchised based convenience store situated in heart of dense populated societies (Total 14 stores in Delhi NCR) and Sahikeemat: (2000 sq. ft. – 4000 sq. ft.) Grocery & fruits vegetables-based cash & carry format majorly focused on retailers and Hawkers; total 2 stores in Delhi).

Key Result Areas:

- Defined & implemented marketing planning & strategy; decided & implemented the marketing budget across all retail formats
- Acted as a contact between the company and its existing & potential markets
- Performed trend analysis; forecasted sale and created detailed proposal documents
- Reviewed sales performance related to meet or exceed targets
- Performed manpower planning and process audit based on KPA
- Benchmarked for conduct right purchase ad best offer from vendors; financial control on store operations

Accomplishments:

- Spearheaded the entire total set-up of big store i.e. Hyper Market -20000 sq. ft. area in Ghaziabad & Meerut starting from identifying location to project work, layout planning, merchandise planning, pre & post opening marketing, staffing, visual merchandise to MBQ Set-up and after roll-out bring the same to a break even within a span of 3 months
- Worked as a member of Design Team and developed & implemented SOPs of the company
- Proven track record of developing 18 franchise stores of Daily Basket in Delhi starting from finding franchisee, identifying locations, managing supply chain and converting into profitable venture
- Steered efforts in setting up Warehouse Operations for Solus Consumer in Rohini & Ghaziabad; implementing SOPs for the same

PREVIOUS EXPERIENCE

Lal Mahal Retail Ltd. (Lm 365 A unit of Lal Mahal Basmati Rice Group), New Delhi as Cluster Head**Dec'07 – Jan'09****Accomplishments:**

- Rolled out 42 stores in FMCG based retail stores size 1000 sq. ft. to 3000 sq. ft.
- Worked as a team member to conduct training of staff in customer service, operations module, inventory management, product knowledge, visual merchandise, category & brand wise analysis and cash management in store

Big Apple Express Retail Services Pvt. Ltd., New Delhi as Area Manager**Aug'06 – Dec'07****Accomplishments:**

- Rolled out 65 stores in FMCG based retail stores size 1000 sq. ft. to 3000 sq. ft.
- Acknowledged as Best Area Manager in Big Apple for achieving the highest sale in territory and managing overall control on inventory & shrinkage

Barista Coffee Company Pvt. Ltd., Gurgaon as Restaurant Manager**Sep'03 – Aug'06****Accomplishment:**

- Achieved the highest sale of individual store in Barista within a Day & Month and controlled MCM; bagged Appreciation Letter for the same

Holiday Inn, Ahmadabad as Trainee Captain Holiday Inn, Ahmadabad as Trainee Captain**Apr'02 – Sep'03****Hotel Ganga International (A 4 Star property at T. Nagar), Chennai as Management Trainee****Jul'01 – Mar'02**

ACADEMIC DETAILS

2001 **Diploma in Hotel Management & Catering Technology** from NIPS School of Hotel Management, Kolkata, All India Council of Technical Education Ministry of HRD Govt. of India

1998 **BA (Hons.)** from Calcutta University

IT SKILLS

- Retail Expert, Retail Bizzo, SAP, Genesis, BNG, POS, MS Office and Internet Applications

Date of Birth: 24th April 1977**Languages Known:** Hindi, English and Bengali