**Ruhtash Kumar Singla**

**Retail Operations Professional**

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**Profile Summary**

Dynamic, ambitious result and Goal Oriented fashion Retail Professional with 10 years in leadership role gained in the fashion Industry with Eye for detail in lifestyle, sportswear retail sector in GCC and India.

Proven track record into Retail Operations with immense technical and interpersonal Skills, Strong believer in empowering the team looking for a challenging environment, where I can contribute to the development of the organization while being competitive, resourceful, and innovative.

 **Core Competencies & Skills**

 Retail Operations Business Development P&L and EBITDA Forecasting and Strategy

E Commerce & Omni Visual Merchandising Sales & Marketing Driving HNI Customer

Revenue Stagiest New Store Set up People Management Recruitment and Training Shrinkage control Customer Focus Resilience Emotional Intelligence

**Work Experience**

**Home Box UAE, Landmark Group Jan 21- Present**

**Store Manager (Furniture store) ABU DHABI, UAE**

* Heading a furniture store of 20000 Sq Feet with team of 22 persons with sale of 18 Mn.
* Spearhead profitability of store and P&L Analysis. Reviewing dept margins.
* Driving group loyalty initiative (SHUKRAN) in store through team training and customer awareness.
* Delivering pleasant Delivery experience and looking after the after sale services.
* Setting out the highest standard of Visual Merchandising for pleasant customer experience.
* Stringent monitoring of inventory and process to control shrinkage and damage.
* Forecasting the weekly and monthly KPI performance and to achieve healthy GOLY.
* Ensuring the proper mix of ATL and BTL marketing activities to enhance the customer awareness
* Heading the SEO and GMB for store to get maximum customer queries and customer contacts.
* Catchment analysis to ensure Catchment to store and Mall to store Footfall inside the store.
* Liaising with Mall Management on compliance of local law and regulations.
* Recruitment and training of team with Quarterly and Annual Performance reviews.

**Career Achievements**

* Headed Store opening project and catchment study for 2 stores (Deerfield Mall and RAK)
* Awarded with Best store in Visual Merchandising and Display.
* Controlled Store Damage to .02% for Q3 and 0.25% for Q4 and got lowest store Shrinkage in UAE territory 0.01% for H2.

**Shoppers Stop Limited May 19- Dec 20**

**Unit Business Head (Fashion Departmental store) INDIA**

* Empowering a team of 240 people and achieving the AOP of 330 Million with store area 48000 Sq feet.
* Reviewing CBA and ROI of Expenses and promotions. Spearhead profitability of store.
* Carrying out complete E-Commerce operations including first mile operations.
* Stringent monitoring of inventory and process to control shrinkage and damage.
* Forecasting the weekly and monthly KPI performance and to achieve healthy GOLY.
* Recruitment and training of team with Quarterly and Annual Performance reviews.
* Timely Competition review and strategic formation to get maximum market share in city.
* Lead the cross-functional teams to plan and execute in-store marketing initiatives.
* Continues working to improve and enhance customer shopping journey and experience.

**Career Achievements**

* Awarded with North Golden Mirror Award being top performer unit Head for Q3 2019.
* Secured All India 3rd position in Omni sales during Covid-19 Lockdown.
* Achieved SPD .074 Million to 0.9 Million, Net profit achievement from -3.1% to +1.8% in fiscal 2019-20.
* Abated Operations cost by 0.9% and locked extra profit of Rs. 2.9 Million.
* Realized additional 0.52 Million Extra Profit with Concessioner brands
* Launched New categories with 23 Brands to give enrich shopping experience to customers.
* Controlled Shrinkage and Damage from 0.65% to 0.34%.

**Wal-Mart India June 18 – May 19**

**Operations Manager (Cash & Carry Format) INDIA**

* Handled business of 1.8 Billion, a team of 130 people with area 120000 sq feet as Second in line.
* Ensured the maximum profitability, control over expenses and store losses.
* Lead complete E commerce business of store including first mile and last mile logistics.
* Driven highest level of customer Satisfaction through loyalty program and Net Promoter Scores.
* Maintained 3PL Logistics including Deliveries, Routing, Vehicle Planning, and Logistics agreements.
* Ensured 100% adherence of legal compliances including store licenses and liaising with govt officials.

**Career Achievements**

* Realized store EBITDA 102% for Q3 and Q4. Achieved 10 Million sales in single day for 9 times.
* Reduce operation cost from 4.4% to 2.9%, Cost Saving in Customer Acquisition
* Secured 1st position in region in Customer Retention, Achieved growth from 28% to 51%.
* Achieved delivery TAT 28 hours from 3.5 days and 41% score inflated in CSI (Client Satisfaction index).

**Landmark Group Sept 14 – May.17**

**Store Manager, New Look & Max Fashion SAUDI ARABIA & INDIA**

* Handled store operations involving Sales, Marketing and Accounts in box of 11000 Sq feet.
* Empowered multicultural team comprising Asst manager, Supervisors, Dept heads and sales staff.
* Responsible for Achieving AOP, Store KPI and generating LFL sales growth.
* Maintaining the international VM standards with coordination to local Law and guidelines.
* Implementation of SOPs of the entire retail operations.
* Robust implementation and drive of CRM program (SHUKRAN) and Achieving Monthly objectives.
* Strongly command over inventory movement and shrinkage control below 0.4%
* Lead the profitability of store with Maximizing sales and control operations expenses.
* Marketing survey of competitors and implementation of own plans to get the maximum market share.

**Career Achievements**

* First store to get 100% scores in Mystery Audit.
* Best Store Manager to clear Corporate SOP Audit with 100% score.
* Only Store to achieve AOP with Double digit GOLY, Got appreciation from CEO in Dubai SM Summit.
* Lead multiple stores in different locations with esteem proven results.
* Reign shrinkage from 0.80% to 0.35%.

**Aditya Birla Retail Limited Jan 12 – Sept 13**

**Store Manager, More Supermarket INDIA**

**Bharti Retail Limited Aug 10 – Dec 11**

**Team Leader, Easy-day Supermarket INDIA**

**Career Achievements**

* Individual Shift in charge with Easy-day, responsible for recruitment and training of team
* Got Green in food safety audits for conclusive 4 Quarters in 2010-11
* Opened 6 New Stores in ABRL, Handled multi store SOP Audit for cluster’s 10 Stores.
* Nominate best store manager Award 5 times for lowest shrinkage in north region.
* Achieved AOP from -21% to +6% and achieved targets for Q3 and Q4 for all months

**Education**

Bachelor of Arts from Punjabi University 2008 INDIA

Master of Business Administration (MBA in Marketing) 2010 INDIA

**Training**

Retail Professional Skills 2010 INDIA

Lead Fundamentals of Leadership 2016 SAUDI ARABIA

**Personal Information**

**DOB** : Sept 19, 1987

**Nationality** : Indian

**Driving License :** Indian License

**Languages :** English, Hindi, Arabic, Punjabi