



## *Naidu Bandaru*

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**STATEMENT OF PURPOSE: In pursuit of mid-level assignments in Retail Operations with a growth-oriented organization of repute preferably in the retail sector.**

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## **RETAIL MANAGEMENT**

Results-driven, customer-centered manager with +11 years of experience in store management and supervisory positions. Verifiable talent for maintaining profitable retail operations, with success in capitalizing on growth opportunities, implementing promotion/marketing strategies, and upholding fiscal integrity. Articulate communicator and effective trainer skilled in achieving employee buy-in on organizational goals. Respected, trusted manager who upholds highest ethical standards, core skill areas include:

- |                               |                            |                               |
|-------------------------------|----------------------------|-------------------------------|
| ❑ Customer Management         | ❑ Performance Management   | ❑ Buyer Behavior/Awareness    |
| ❑ Inventory Control/Shrinkage | ❑ Loss Prevention/Security | ❑ Visual Merchandise Displays |
| ❑ Customer Service/Loyalty    | ❑ In-Store Promotions      | ❑ Specialty Retail Operations |
| ❑ Staff Training & Mentoring  | ❑ Training Program Design  |                               |

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## **Professional Profile**

**MBA with +11 years of experience in Retail Sales, Operations & inventory Management**

**1) Lifestyle LLC, Landmark Group Gulf**

**Since April 2015**

**Location –Lifestyle , Center point, RAK, UAE**

### **Role- Retail Cluster Manager:**

Sales-oriented retail manager with +11 years of experience and sales forecasts by 5% every quarter and achieved a 20% increase in customer satisfaction. Eager to develop and inspire retail team to exceed customer satisfaction levels and sales goals. Currently handling two stores in Rak area sft of 15000 and volume of 15mn business annually.

### **PLANNING AND BUDGETING**

- Planning and Budgeting of Monthly and Annual Top-line and Bottom-line for the category.
- Roll out of Weekly/Monthly plan and align Sales and Operation team, follow up on daily basis to ensure proper execution of plan and meet and exceed targeted numbers.

- Root cause analysis of Success & failure.
- Ensure that the Optimum inventory of key SKUs are always maintained and there is no overstocking or under stocking of the inventory causing Working capital Blockage or sale loss opportunity respectively.
- Coordination with category department Buyers, Planners, VM, warehouse, Maintenance, Marketing, Projects, IT and HR for the store issues.
- Ensure strict adherence to the statutory Compliance.

## **MIS AND ANALYSIS**

- To prepare daily/weekly/monthly reports and analyze the positives and negatives of it.
- To analyze the monthly profitability statement and work out the corrective action plan to ensure the Budgeted profitability.
- Analyze and review competition with respect to range, assortment and pricing to develop a complete Package for the customers.

## **BUSINESS DEVELOPMENT**

- 100% attainment of Top line Budgets and to ensure that Targeted Productivity per staff is attained.
- Delivering Top line growth and maintaining margins and Sales forecasting & Stock Planning
- Developing Category Strategy (across product, price, placement & promotion) to drive differentiation and deliver financial objective
- Monitoring operational parameters like customer walk-ins, conversion ratio, cash memo sizes and sales constantly improving.
- Adhering to plans & schedules, participating in team meetings for developing sales target.

## **FINANCIAL**

- To monitor and control the operating costs through efficient store operations and to control shrinkage.
- Implement plans to maximize sales of in-house brands and generate high margins and Accountable for P&L, Shrinkage, Damage and cutting down of Controllable Operating expenses.
- To find out the areas where the Cost can be controlled without affecting the quality of goods and service to customers.

## **STORE OPERATIONS**

- Setting performance standards and measuring performance for efficient functioning of retail stores.
- Coordinating merchandising activities like window display in tune with market profile, thematic in store display effective visual impact for higher conversion.
- Building the premium for the products at the right opportunities.

## **TEAM MANAGEMENT**

- Leading a team of 25 which includes supervisor, SA(Sales Associative) and Brand Associates, motivating them for better productivity to ensure store efficiency and analyzing store sales
- Delegating the work to team; checking the daily sales with the team members, AM (Area manager) and CM (Concept Manager).
- Assist the team with tasks including ordering stock from the warehouse, training new staff members, working out weekly rosters, merchandising new season stock, resolving staff conflicts, theft Prevention.
- Participating in the personal growth of the Associates.

## **Career Highlight's:**

- Consistent track record of achieving monthly sales targets and profitability goals with positive growth.
- Achieved highest every single day sale in BTS
- Top 3 store in GPTW survey with 95%
- Been promoted twice in span of 3years from Supervisor role to Asst Store Manager to Store Manager.

## **2. SHOPPER STOP Ltd (GVK MALL)- HYDERABAD(India)**

### **Role: Dept Manager:**

**(SEP'13- Feb' 15)**

**About the Company:** Shoppers Stop is an Indian retailing company promoted by the K Raheja Corp Group, started in the year 1991 with its first store in Andheri, Mumbai. **Shoppers Stop Ltd** has been awarded "the Hall of Fame" and won "the Emerging Market Retailer of the Year Award", by World Retail Congress at Barcelona, on April 10, 2008. Shoppers Stop is listed on the BSE. As of 2013, Shoppers Stop has 73 stores in India

**Job Description:** Working as a DEPARTMENT MANAGER for **Shoppers Stop Ltd** in GVK MALL –Hyderabad -India .

### **Job Responsibilities**

- Driving operational, visual and customer service standards in store.
- Monitoring and reviewing store performance on a regular daily, weekly and monthly basis.
- Implementing store compliance and health and safety procedures.
- Maximizing sales through effective merchandising and marketing.
- Deciding on store layouts.
- Recognizing and rewarding good staff performance.
- Monitoring product availability levels throughout the day and replenish Stocks to ensure 100% availability.
- Developing business links within the local community.
- Working with the visual team to manage displays within the store.
- Recruiting the right people with the right behaviors in to the right jobs and ensuring they are given access to the right training.

## **1. Arvind Lifestyle Brands Ltd(MEGA MART).**

**About the Company:** Mega Mart is the A Division of Arvind Lifestyle Brands Ltd. Mega Mart is the India's Largest Value Retail chain in 45 city's with 220 stores across India.

**Job Description:** Working as SHOWROOM MANAGER for MEGAMART (20,000 sft) store in Visakhapatnam.

**Role:** Working with Mega Mart as Progressive Store Manager Store management and Store operations.

### **Showroom Operations**

- Ensure implementation of and compliance with company SOP's for retail showroom operations, sales, pricing, payments and financial policies and procedures to safe guard company resources.
- Control expenditures; minimize stock losses; coordinate to ensure zero Collection Outstanding and initiate corrective timely actions
- Responsible for showroom maintenance and safety of company assets
- Ensure all commercial requirements pertaining to Trade licenses, Health & Safety, Promotional
- Licenses and permits are maintained in coordination with Retail Manager.

### **CAREER HIGHLIGHT: -**

In Mar' 2010 Store has got ***ALL INDIA THE BEST STORE AWARD*** and ***Best STORE MANAGER AWARD IN ROAP*** continues 10 months above 100% achievement.

### **EDUCATIONAL PROFILE:**

- **M.B.A. (HR&Mkg)** in **A.Q.J College** Visakhapatnam affiliated to Andhra University in (2006-2008) 60%.
- **B.Sc., (MPC)** in **A.M.A.L College** , affiliated to Andhra University in (2002-2005) -60%
- **Intermediate (10+2) (MPC)** in **Vignan Jyothi jr college**, in (2000-2002)-70%
- **Secondary school (10<sup>th</sup>)** completed in (1999-2000) -65%

### **STRENGTHS:**

- Recognizing employees' most productive ways of working Leadership qualities
- Transparent communication
- Operational agility
- Ability to delegate
- Conflict resolution.

**PERSONAL PROFILE:**

Name : Mutyala Naidu Bandaru  
Date of Birth : 1st June 1985  
Father's name : Simhadrappadu  
Gender : Male  
Marital status : Married  
Languages known : English, Hindi & Telugu  
Nationality : Indian.  
Passport No : K2755243  
Driving License : Yes(UAE) (199596)  
Visa status : Employment Visa.

**Declaration:**

I hereby declare that all the information mentioned above is true to the best of my knowledge. I will make it my earnest endeavor to discharge competently and carefully the duties you may be pleased to entrust with me.

**Place: Dubai (U.A.E)****Dated:****(Naidu Bandaru)**