

Suhel Randev

CONTRACT

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MIDDLE MANAGEMENT – RETAIL OPERATIONS

Client-Driven, Quality-Focused Retail Operation Manager with Proven Track Record of Top Performance
Offering an experience of 12+ years with Industry Leaders like Dua Lima Retail Pvt. Ltd., Air Plaza Retail Holding Pvt. Ltd, Reliance Retail Ltd, Future Retail Ltd., Bharti Retail Ltd. and Aditya Birla Retail Ltd.

- Retail leader with profound and broad expertise in every aspect of store management.
- Critically evaluates and minimizes operational costs in context of store profitability.
- Creates and promotes caring customer service program for entire staff.
- Coaches every employee toward individual goals.
- Establishes retail environment that encourages positive customer experience and promotes realization of sales targets.
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CORE COMPETENCIES

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|-------------------------|-----------------------------------|--------------------------------------|
| ▪ STRATEGIC PLANNING | ▪ BUDGET/FINANCIAL ADMINISTRATION | ▪ VENDOR MANAGEMENT |
| ▪ SALES FORECASTING | ▪ STORE PLANNING & DESIGN | ▪ INVENTORY MANAGEMENT |
| ▪ RETAIL MERCHANDISING | ▪ RECRUITMENT & RETENTION | ▪ SHRINKAGE/ LOSS PREVENTION |
| ▪ CUSTOMER SERVICE | ▪ TEAM LEADERSHIP & MOTIVATION | ▪ PERSONNEL TRAINING AND DEVELOPMENT |
| ▪ OPERATIONS MANAGEMENT | | |

KEY EXPERIENCE HIGHLIGHTS

Dua Lima Retail Pvt. Ltd.

AREA BUSINESS MANAGER, (May. 2024 Onwards to till date...)

(Handling 6 Stores a team of 6 SM+ 9 ASM + 10 Team Leaders + 8 Team Supervisor + 100 members + Another More 20 Support Staff and reporting to the Branch Manager/ Divisional Head & Zonal Head)

Deliverables:

- Complete Store operational requirements by scheduling and assigning employees; following up on work results
- Space planning with category based on per Sq.Ft Revenue to be generated by the outlet.
- Control profit and loss daily; maintain accountability for period-end reporting.
- Formulate pricing policies by reviewing merchandising activities; determining additional needed sales promotion; authorizing clearance sales; studying trends.
- Market merchandise by studying advertising, sales promotion, and display plans; analyzing operating and financial statements for profitability ratios.
- As inventory captain, evaluate inventory and ensure availability of products on shelves; create program with other local stores to trade inventory when necessary to guarantee the best customer experience.
- Keeping control on the inventory through point of sale inventory management system. Focus on ageing stocks & arranging for liquidation of the same in consultation of stores with the category Head.
- Ensure proper display of merchandise according to availability and demand.
- Monitoring footfall, hourly sales, conversion & ticket size and prevention of shrinkage & pilferage and effective ways to control it.
- Maximize Sales Opportunities through commerciality focus and through loyalty programs.
- Implement promotional activity in coordination with each category within the store by ensuring all team members are briefed and able to identify all current promotional activity.
- Build effective relationships with retail partners.
- Ensure thorough and up to date knowledge of the retail industry, including competitors, retail partner performance and consumer trends.
- Spot opportunities through consumer insights to drive business performance.

PREVIOUS ASSIGNMENT

- **From Feb.2019 to April.2024**
STORE MANAGER with M/s Air plaza Retail Pvt. Ltd.(Vishal Mega Mart BRAND)– as Store Manager based at Sonipat/Rohtak & Bhiwadi (*Handling a team of 2 ASM+ 6 Dept. Manager + 4 Team Leaders + 40 Team members and 10 Brand Promoters reporting to the Area Business Manager And Regional Operation Manager*) and looked after sales operations of store.
- **From Sep.2017 to Jan.2019**
STORE MANAGER with M/s Reliance Retail Ltd.(SMART BRAND)– as Store Manager based at Ludhiana (*Handling a team of 2 ASM+ 4 Team leaders + 40 Team members and 20 Brand Promoters reporting to the Cluster Manager And State Operation Head*) and looked after sales operations of store at Ludhiana (PB).
- **From Apr.2014 to Aug.2017**
DEPARTMENT MANAGER with M/s Future Retail Ltd.(BIG BAZAAR BRAND)–as Department Manager based at Dehradun(*Handling a team of 2 Team leaders + 20 Team members and 40 Brand Promoters reporting to the Store Manager*) and looked after sales operations of store at Dehradun (UK).
- **From July.2010 to Mar.2014**
STORE MANAGER M/s Bharti Retail Ltd.-(EASYDAY BRAND) as Store Manager based at Sunam (*Handling a team of 2 Team leaders + 15 Team members and reporting to the Cluster Manager*) and looked after sales operations of store at Punjab.
- **From Nov.2008 to June.2010**
STORE MANAGER M/s Aditya Birla Retail Ltd.-(MORE BRAND) as Store Manager based at Chandigarh (*Handling a team of 2 Team Leaders + 12Team members and reporting to the Cluster Manager*) looked after sales operations of store at Chandigarh.
- **From Sep. 2005 to Oct.2008**
SALES OFFICER M/s Ozone Ayurvedics – Skincare Division (NOMARKS BRAND) as Sales Officer based at Chandigarh (*Handling a team of 2 Territory Sales In charge +15 Brand Promoters reporting to the Area Manager*) looked after sales operations of Punjab and Chandigarh.
- **From Jan.2002 to Aug.2005**
SALES OFFICER M/s Jindal Photo Ltd. – Consumer Goods Division (FUJI BRAND) as Sales Officer based at Chandigarh (*Handling a team of 2 Territory Sales In charge and reporting to the Area Manager*) looked after sales operations of Punjab, Chandigarh and J&K.

COMPUTER EFFICIENCY

- Done 3 years Diploma from **APTECH** specialized in Windows 95/98/2000/ Me, MS Office (Word, Excel, and Power Point & Scheduler) and Internet.

CARRIER AND RECOGNITIONS

- Elevation in Career once in the year 2025 in M/s Dua Lima Retail Pvt. Ltd, Upgrading from **Handling 3 & Given Charge of 6 Store, Continuous Growth 3 Quarters in 2024-2025.**
- Elevation in Career once in the year 2022 in M/s Air plaza Retail Holding Pvt. Ltd, Sr. Store Manager.
- Elevation in Career once in the year 2021 in M/s Air plaza Retail Holding Pvt. Ltd
- Award for “Best Store Manager Of the Year” in M/s Air plaza Retail Holding Pvt. Ltd, 2021
- Elevation in Career once in the year 2020 in M/s Air plaza Retail Holding Pvt. Ltd,
- Award for “Best Store Manager Of the Year” in M/s Air plaza Retail Holding Pvt. Ltd, 2020
- Award for “Best Store of the Year” in M/s Air plaza Retail Holding Pvt. Ltd, 2019
- Lowest Shrink In All Air plaza Retail Holding Pvt.Ltd. R-15 Region PAN India 0.21%.
- Launched 4 Reliance SMART Stores in Punjab (3 In Punjab (Mohali, Ludhiana, Jalandhar) 1 In (Sonipat, Haryana) .
- Lowest Shrink In All Reliance SMART Stores PAN India 0.41%.
- Elevation in Career once in the year 2017 in M/s Future Retail Ltd. and transferred to Bhatinda store.
- Elevation in Career once in the year 2017 in M/s Future Retail Ltd. for good and consistent performance.

- Award for “Best Olive Oil Contest” in whole zone in **M/s Future Retail Ltd.2016**
- Award for “Best Dates Sales Contest” in whole zone in **M/s Future Retail Ltd.2016**
- Best Store Award in North for the year 2016(Kappor Tower, Dehradun), **M/s Future Retail Ltd.2016**
- Elevation in Career once in the year 2016 in **M/s Future Retail Ltd.** for good and consistent performance.
- Award for “Best Sales California Walnut Contest” for Winters in **M/s Future Retail Ltd.2015**
- Elevation in Career once in the year 2011 in **M/s Bharti Retail Ltd. 2010**for good and consistent performance
- Appreciation for excellent shrink numbers for the store in **M/s Bharti Retail Ltd. 2011**
- Award for “Store of the month” in **M/s Bharti Retail Ltd, 2011**
- Award for “Best inter display contest” for holi in **M/s Bharti Retail Ltd. 2011**
- Award for Store Manager certified after Three months training from **University Of Retail, Gurgaon** in collaboration with WM India Technical And Consulting Services Pvt. Ltd.
- Elevation in Career once in the year 2007 in **M/s Ozone Ayurveda’s (NOMARKS BRAND)** for the good and consistent performance.
- Award for “Sales Target” in **M/s Jindal Photo Ltd.** in 2005
- I got 4 times Training certified for Photo Goods from **M/s Jindal Photo Ltd.**
- First in “Public Administration” and “Defense Studies” in **Panjab University.**

CREDENTIALS

| Courses/Degree | University/Board | Specializations |
|-----------------------------------|-------------------------------|-------------------|
| MBA Pursuing M.B.A. from | Symbiosis, Pune | Sales & Marketing |
| GRADUTATION (1998-2001) | Panjab University, Chandigarh | Humanities |

HOBBIES

- Reading Books.
- Watching Movies.
- Playing Cricket.
- Tour and Travelling

PERSONAL PARTICULARS

Date of Birth : November 20, 1980.

Father’s Name : Sh. Narinder Kumar Randev.

Marital Status : Married.

Nationality : Indian.

Languages Known : English, Hindi, Urdu and Punjabi.

SUMMARY OF QUALIFICATIONS

Extremely Professional, Positive attitude and a strong work ethic.

Adaptive to fast pace and changing environment.

Date:

Place:

(Suhel Randev)

