

# KARTHIKEYAN. S

Multilingual, savvy & high-performing Operation Manager with an exceptional leadership track record, strong Retail exposure and deep, strategic cross-industry expertise in driving business transformations in domestic marketplaces for top notch Indian /International business corporations. Excellent track record in managing Strategy, Operations, P & L, Processes, Marketing, Sales and Business Development to create a compelling Enterprise Value through financial performance excellence. A dynamic leader & recognized thought leader who has transformed growth of region through Strategic and an entrepreneurial mindset. Passionate about meaningful change with the belief that streamlining processes and prioritizing people & customers are the keys to success in today's digital world.

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## Core Competencies



## Soft Skills



## Career Timeline



Seasoned business savvy professional offering experience with motivational management style gained while working with **Design Cafe, BATA, MARKS & SPENCER** and demonstrated capability to work in highly diverse environments with people from varied backgrounds.

**Certified Six Sigma Green Belt**

### Current Job Profile -

#### Design Cafe

**16+** Years of Professional Experience

Design Cafe has designed more than 10000 homes across the country. DC's homes have been featured in over 30 design publications across the world. Design Cafe is expanding across the country and is poised to become the most recognized and trusted brand for home interiors in India.

#### Business Head - Director - Dec '21 to Present

#### Role & Responsibilities:

- ❖ Responsible for People Development, Budgeting, planning and providing clear direction & Business plan
- ❖ Responsible for PNL and maximizing Profits & growth by achieving like to like store growth and Business development by opening new stores in potential untapped locations.
- ❖ Control & support on Product mix and Visual merchandising as per Company's guidelines. Tracking of Campaigns results and suggestions for new campaigns.
- ❖ Continuous review of Manpower, Margins & expenses of the stores and coordination with various functions within company to provide support.
- ❖ Competition analysis and providing feedback regularly to management.
- ❖ Responsible for meeting annual sales/EBIT targets for stores across India. Successfully managing the entire retail network efficiently by overachieving the required ROT (Return on turnover) as per company targets. Successfully negotiated rentals at highly discounted rates than market rates.

## Organization Experience

**ARVIND FASHIONS**



### **Senior Operation Manager – South India**

Arvind lifestyle brands Limited – UNLIMITED DIVISION

Feb'2018 to July'2019 = 1.6yrs (18 Months) Space – 2,76,525 Sqft Area.

Handling 23 Larger/mid format stores - Team sizes 500+ - Direct reportees 20 (2 Area/Cluster Manager, 2Regional HR, 2Marketing Manager, 1 Admin Manager, 3 regional/Area Visual Merchandiser and 10 SM's)  
Yearly Business Turnover of 175Cr,

### **Role & Responsibilities:**

Driving Customer centricity/ People Management/ Sales performance/ SOP Process Management/Visual Merchandising/ Season Launch / Merchandise Planning / Marketing Plan – ATL/BTL/ Space Management/ New Store Development/ Retail Expansion / Franchise operations/ New store Planning/ Hiring/P&L. Retail Metrics – (Conversion/ATV/UPT/ASP/SPF) / Competition analysis.

### **Achievements –**

- *Finalized & identified New property for Unlimited Store – Added 4 stores - 2 Malls/ 2 High-street stand-alone stores.*
- *Implemented New Season Launch Process Newness Report and Sell thro' Report.*
- *Implemented Marketing Plan for Mall stores to Drive Foot Falls, developed new FF report for Mall Floor FF to Store conversion. Which resulted 90% GV Conversion from parking. One of the Best Marketing initiative, Post card GV for Standalone Stores instead of Leaflet/paper insert.*
- *Developed Next level Team, Promoted thro' assessment Cluster Manager, Store Manager, Dept Manager. Highest record compared to other regions.*

**Bata**

### **Retail Manager – South India – Retail Ops & NSO**

BATA INDIA LTD

Feb'2016 to Feb'2018 = 2.1yrs (25 Months) Space – 78,712 Sqft Area.

Handling All (Larger/Smaller) format store 42 stores, team sizes 200+ and direct reportees five (2 District Manager, 1Regional HR, 1Trainer and 1Visual Merchandiser) yearly Business Turnover of 61Cr.

### **Role & Responsibilities:**

Driving Customer centricity/ People Management/ Sales performance/ SOP Process Management/Visual Merchandising/ Merchandise Planning / Marketing Plan – BTL/ Space Management/ New Store Development/ Retail Expansion / Franchise operations/ New store Planning/ Hiring/P&L/ Cash/Stock Audit Process/ institutional order/ School Order/ stall exhibition Planning/ Legal/Documentation for new stores. Retail Metrics – (Conversion/ATV/UPT/ASP).

### **Achievements –**

- *Consistent Performer in School Business Best in Country, Highest School Order in the history of Bata India 1cr business within 4days. Rewarded with Grade with new role as an NSO for South.*
- *Opened Highest New Stores in very short periods – 10 stores in Chennai. Appreciated by COO.*
- *Created Season launch catalogs for south regions. Appreciated by Country Retail Head.*
- *Developed customized training program for Store Managers. Appreciated by President of Southeast Asia/MD.*



### **Manager - Store Operation – Chennai**

Marks and spencer Reliance India Pvt Ltd

Oct'2012 to Feb'2016 = 3.5yrs (40 Months) Space – 25,000 Sqft area.

Handling larger format store, direct reportees Nine (1Finance & Operation Manager, 1Commercial Manager, 1Visual merchandiser, 1 Finance & Operation Supervisor, 3 Commercial Supervisors 1 Coach and 1Fire health and safety officer) yearly Business Turnover of 27crs.

#### **Role & Responsibilities:**

Driving Customer centricity/ People Management/ Sales performance/ SOP Process Management/Visual Merchandising/ Merchandise Planning / Marketing Plan – BTL/ Space Management/ Hiring/P&L/ Cash/Stock Audit Process/ Fire, health & Safety.

Retail Metrics – (Conversion/ATV/UPT/ASP/SPF).

#### **Achievements –**

- *BEST PEOPLE PRACTICE Award – 2015-16, South Region by HR Head.*
- *SPECIAL RECOGNITION - CONSISTENT PERFORMER Award - H1 2015-16 by Head of Retail*
- *BIGGEST IMPROVEMENT Award – ENERGY -2015-16 by Finance Head*
- *EMPLOYEE OF THE QUARTER Award – South Region -2015-16 by Head of Retail.*
- *VISUAL MERCHANDISER of the Quarter Award – South Region -2015-16 by VM Head.*
- *IDEA OF QUARTER Award for Best Shrinkage Control – Country - By Finance/HR Team.*
- *Space planning for lingerie, Beauty and layout Suggestion for Store Growth has been highly appreciated by Asia pacific President of M&S.*
- *Window Display & New Branding Space initiative, recognized & appreciated by CEO & Asia pacific Marketing Head.*



### **Area Manager – Retail/Franchise Operation – South India (TN, KL and A&N)**

RAYMOND LTD.

Jan'2012 to Oct'2012 – (10 Months) Space – 1,95,288 Sqft area.

Handling All (Larger/Smaller) format store 76 stores, team sizes 76+ and direct reportees (SM & ASM) Direct reportees Seven– 2 Regional Trainers, 2 Regional Visual merchandisers, 2 Business Development Managers and 1 Retails analyst, yearly Business Turnover of 248Crs (TN – 58 KL 17 and A&N 1 stores)

#### **Role & Responsibilities:**

Driving Customer centricity/ People Management/ Sales performance/ SOP Process Management/Visual Merchandising/ Merchandise Planning / Marketing Plan – ATL&BTL/ Franchise Operations/ NSO.

Retail Metrics – (Conversion/ATV/UPT/ASP/SPF).

## Achievements –

- Awarded & rewarded has best Area manager of India 2011-12, and have been nominated for 'PROJECT DRONACHARYA' it's be held in Hyatt Regency Mumbai from 9th July to 13th July 5 days' workshop of learning (residential program in Hyatt Regency Mumbai) It has provided a great platform to interact with the faculty and franchisee partners and share learning's that will help strengthen my retail knowledge.
- **B. S. Nagesh** had been invited to conduct one day Workshop on Management. **B. S. Nagesh is currently the founder of TRRAIN- Trust for Retailers and Retail Associates of India also, the Non-executive Vice-Chairman, Shoppers Stop.**
- Created Ops Report format which will carry all information of the business, it's been implemented across the business (South India).
- Only Area Manager – Ops in India to Handle & controlled larger numbers of stores 76 out 600 stores in country, highest revenue generating Manager in Country, Highest contribution to business 35% to Country Sales.



### **Area Sales Manager – South India, BD & Ops**

#### **Kewal Kiran Clothing Limited**

Oct'2010 to Dec'2011 – 1.2yrs Grade

RETAIL OPERATIONS, BUSINESS DEVELOPMENT, FRANCHISEE MANAGEMENT, PROJECT EXECUTION.



### **Area Officer – Retail Operations – TN, KL & AP**

#### **Welspun Retail Limited**

Oct'2007 to Aug'2010 (2.10yrs)

RETAIL EXPANSION/ Shop-In Shop/ Store Operations/ Franchise Management/ Inventory Management



### **Store Manager – Spencer Plaza, Chennai**

LIBERTY RETAIL REVOLUTIONS LIMITED, Chennai

April'2004 – October'2007 (3.5yrs)

Responsible for Sales, Operations and Accounts, inventory Management



### **Sales Executive – Spencer Plaza, Chennai**

BATA INDIA LIMITED –

June 2001 - Mar 2004 (2.9yrs)

Sales and stock management.



## Academic Details

**MBA** - (Operation Management), India school of Management study (ISMS), 2009

**B COM** - (Bachelor of Commerce) , Madras University, 2005

**Executive Upper -Int M1** - British English Course, BRITISH COUNCIL, 2017

**Certified Six Sigma Green Belt** (+ Excel Application) 2021

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## Software Knowledge

Gained exposure in MS Office, SAP, Retail Pro, and Gofrugal Software.

Web Designing and App control. All Versions of Windows Operating System

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## I'M FLUENT IN

Tamil, English, Telugu & Hindi

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