



# SUBRAT MRIDHA

Goal-oriented professional offering Marketing Skills, people management skills, Category Management skills with experience in managing Franchisee, Store Team, Retail Store Operations, Buying & merchandising and Marketing; Targeting challenging assignments in Sales & Operations Management and Merchandising (Backend operations) within organisation of high repute in the Retail industry. Location Preferably in Gujarat, Pune, Delhi, Chhattisgarh, Bangalore, Mumbai and Hyderabad

✉ subratmridha@hotmail.com 📞 09594777728



## Profile Summary

- MBA (Retail & Marketing) with experience of over 5+ years in Retail Operations and Marketing
- Skilled in regularly monitoring the customer buying behaviour and keep changing as per changing seasons and business trends & Gathering information on customers' reactions to products.
- Ability to work in a fast-paced environment & work independently

### Skilled & Proficiency in Manpower Management

- Liaoning with Store Managers and teams to ensure efficient function of the stores
- Plan staffing & hiring of store teams
- Co-ordinating on HR Compliances pertaining to store staff
- Performance analysis and appraisals
- Staff training and development
- Franchisee/Dealer/Associate Management & Development

### Skilled & Proficiency in Store Management Support

- Support in daily store operations
- Monitor Store admin and collateral management
- Store expense tracking and management
- New Store Opening
- Planning in-store BTL Activities & Promotion
- Focusing on high service level delivery and increase regular buying

### Proficiency in Analysis & Reports

- Daily, weekly & monthly performance reports and analysis
- Store KPI Analysis and Action plan
- Store profitability study, CBA, SSPD Analysis & action plan.
- Staff performance analysis
- Inventory Optimizing & focusing on slow movers. EOSS/New Season Stock Planning
- Product, pricing & competition performance analysis
- Other MIS reports & presentations
- Post market analysis, to come up with proper plan of action Like BTL Activities & Operational Corrections.



## Core Competencies

Retails Store Operations	Quality Assurance & Control(customer service)	Category Management	Training & Development	visual merchandising	Marketing, Business Development& Sales
--------------------------	---	---------------------	------------------------	----------------------	--



## Work Experience

### April'18 till date Titan Company Ltd. With Watches Division For CG & MP as Area Retail Operations

#### Descriptions :

- Local marketing initiatives and generate walk-ins.
- Stock-turn, AMC / Mark up
- Store profitability
- Franchisee Management – manage the current showroom network in the territory and identify opportunities for network expansion
- Consumer understanding and competitor benchmarking
- Creating fans for life & driving improvements from C SAT study.
- Co-ordination with merchandising / ISCM team and ensure product availability including customer order
- Staff Training and motivation
- Coordinating with Commercial for smooth functioning.

#### Highlights:

- Help Turn around a non-profitable store grow by 40% annually.
- The entire store under my territory achieved their Annual target Business Plan Numbers.
- Chhattisgarh was the top 3 highest growing state for World of Titan Chain Nationally.
- Received appreciation for Highest Selling LB's & Initiatives taken for liquidating non-moving stocks.
- Identified the new potential market for Chain network expansion, Relocation & also Renovation.

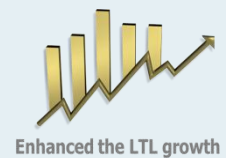
**Aditya Birla Fashion & Retail Ltd. with Louis Philippe For Gujrat, MP & CG as Area Manager In-charge**  
**Descriptions :** **June 2014- Mar 2018**



- Planning, directing and maintaining efficient operations; assigning and evaluating the work performance of personnel assigned to store, maintaining clean & safe environment. Also assuring training related to product, process etc. to the personnel
- Working closely with National sales & Operation Managers & Store Owners for determining the most cost-effective marketing & Operations
- Tracking sales and stock movements of current season in every location and doing stock consolidation for maintaining better sell-thru & Margin before EOSS
- Store profitability Management by tracking CBA store wise
- Proper adherence of SOP of the brand
- Addressing customer needs by immediately resolving conflict, inspiring long-term customer relationships
- Maintaining store staff by recruiting, training, coaching, counseling, and disciplining employees
- Formulating Strategies for Slow movers by reviewing merchandising activities; determining additional needed sales promotion; authorizing clearance sales and studying trends;
- Achieving financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; and initiating corrective actions
- Planning product ranges and preparing sales and stock plans in conjunction with buyers

**Highlights:**

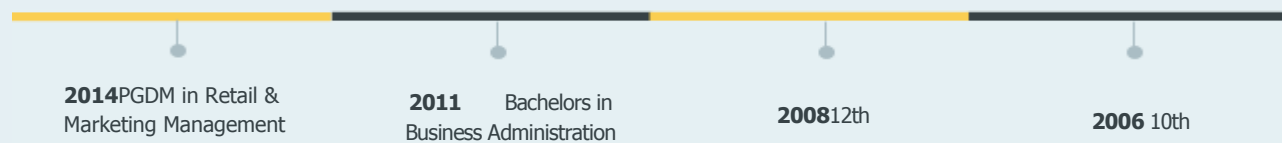
- Featured in companies magazine as " Star Employer Of the Year" from ABFRL for FY'17.
- Received the National Level Award for taking the Innovative ways of working style. And helped loss making De-growth store to grow by 48% in FY'17 and made profitable.
- Achieved Star Performer, Mumbai award in 2015& 2016
- Received appreciation and Prize "Bike" for bringing highest LTL growth (i.e. 48%) in Louis Philippe By Winning Q3 National level Challenge
- Worked towards increasing product awareness and the usage of Menswear products by adopting measures such as on-spot product demonstrations, ASS and so on
- Achieved 30 % of Annual growth for the store, which was de growing by -10 % in only 3 months of span.
- Reduced Shrinkage at the Retail Store handling as an Assist. Manager to zero level.



**Additional Work Experience**

- **MSM Wires as Purchase Managers 2011 – Jan 2012**

**Academic Timeline**

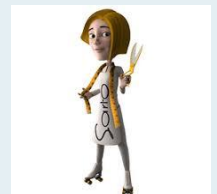


**Internship**

- **Sarto Bespoke Tailoring Pvt. Ltd. as Project Management Coordinator** **Jan 2013 – June 2013**

**Description:**

- Work was to coordinate with all teams i.e. Buying, HR, Operations, Projects, IT teams So as to optimize the production and increase the profitability through increased sales & reducing the cost.
- Plan all the BTL Marketing for the store level so as to increase the profitability through sales.
- Coordinating with all the Suppliers, production team and the store team to reduce the lead time and timely delivery & receipt of inventory at their respective points.
- To build good relation with the existing suppliers and also to find the new suppliers.
- Monitor the assortment/inventory and movement (Sale Through) and take the corrective measure to improve the sales/ reduce the inventory



**Highlights:**

- Opened fully functional SARTO PRODUCTION HUB within the timeline of 30 DAYS.
- Opened fully functional SARTO RETAIL STORE within the timeline of 30 DAYS.
- Appreciated for the successful completion of the task in Sarto on timely and accurately by MD Mr. Zafar Khan.
- Appreciated for doing the TERRITORY DEMARKATION for franchisee retail boundary by using the Google maps

- **Damco a Maersk Group Company as Senior Officer (Supply Chain Mgmt.) July 2013 – Jan 2014**

**Description:**

- Work to coordinate with 48 procurement Vendors of H&M from India, confirm their timely bookings & Verify their Shipment related documents. So as to meet the deadlines & save the operational cost.



## Academic Details

- 2014** PGDM in Retail & Marketing Management from ITM Business School, Kharghar with 67.32%  
**2011** BBA from ShriShankaracharya College, Bhilai with 60.18%  
**2008** 12th from MGM High School, CBSE, Bhilai with 60%  
**2006** 10th from Aradhana Convent High School, CGBSE, Pakhanjore, with 58%



## Extracurricular Activities

- Participated in
- Inter College Cricket Tournament University Level in Bhilai in 2010 - 2011
- Management of College Festival and Events
- Successfully organized the ENVIRO VIGIL FILM FESTIVAL as per scheduled decided.
- Organized "MANAGEMENT WEEK EVENTS" held by "SHRI SHANKARACHARYA MAHAVIDHYALAYA" IN 2009 & 2010.
- Elected as "PRESIDENT" for INTER COLLEGE MANAGEMENT FEST 2010.



## Personal Details

**Date of Birth:** 25th May 1991

**Languages Known:** English, Hindi, Chhattisgarhi & Bengali

**Address:** Flat: B - 14, Seema B, Prof. Almeda CHS, Mahakali Caves Road  
Sher E Punjab, Andheri East, Mumbai, Maharashtra, 400093