**Chintu Venkataramana,**

**E-mail:** **vr8481@gmail.com****,**

**Mob: 9666656685.**

**In-Pursuit of assignments in Retail Operations / CRM with an organization of repute.**

**SYNOPSIS**

* A multi-faceted professional with over 9 years of experience in Retail Management, Promotions, Relationship Management, Store Operations & customer service
* Currently associated with Zudio(Trent) **As A Operations Manager**
* Handling store operationsof ZUDIO , located at Vijayawada, Ensure smooth deliverable process pertaining to People, Merchandise, Operations, Inventory & VM
* A proactive leader with expertise in market plan execution, pre-sales efforts, Operations management, competitor and market analysis.
* Detail oriented and efficient with strong organizational and interpersonal skills.
* Accurate, efficient & methodical in handling assigned tasks. Possess excellent numerical, problem-solving & analytical abilities.

**AREAS OF EXPERTISE**

**Business Development**

* Ensuring effective and efficient channel handling to ensure maximum reach and penetration.
* Conducting market research activities and track competitor’s moves and provides valuable information to the top management for fine-tuning the selling and the marketing strategies.
* Conduct activities for better customer attention and staff motivation resulting increase in sales maintaining customer’s interest.
* Identifying and developing new streams for revenue growth and maintaining relationships with customers to achieve repeat/referral business.

**Operations**

* Preparing Monthly reports for monitoring business performance, effective internal communication and understanding business Flaws & Improvement areas.
* Responsible for overall profitability of operations and accountable for strategic utilization and deployment of available resources to achieve organizational objectives.
* Close Monitoring of Targets & Sales for better performance and Achieving results for the store. Monitoring Business performance and competition analysis of Competitors.
* Monitoring stocks availability & timely product feedback to the Category team for better customer satisfaction.
* Handling Recruitments, Training & development of staffs
* Ensuring smooth process of Store Operations in lieu with SOP’s

**CRM/ Training & Development**

* Building and maintaining healthy business relations with high net worth and corporate clients, ensuring high customer satisfaction matrices by achieving delivery & service quality norms.
* Managing the overall functioning of retail and corporate sales, in store sales and in store Promotions processes, identifying improvement areas and implementing adequate measures to maximize customer satisfaction level.
* Developing, managing and monitoring the performance of multi-skilled work force and conceptualizing need-based training programs for their overall career development.

## ***The Accountabilities***

* Deputizing Store Team supporting overseeing shop openings on time, Day to day running and operation of stores
* Responsible for all the operational/inventory/visual merchandising management and upkeep of the area with support of Asm & Team
* Interacting with the customer on floor. Handling Objections and solving customer queries. Show casing about the company and the products and services offered. Building customer relationship.
* Understanding the requirement of the customer needs and giving the gifting solution with customization as per their requirements.
* Promoting the concept of Rewards and Recognition among store on weekly basis
* Managing the commitment and delivery of the required product to the customers by coordinating with the logistics, procurement and supply chain team.
* Managing Inventory control, stock receiving, preparing reports in time and maintain the data base.
* Meeting with all the vendors for improving business and solving issues
* Manpower managements and staff facilitation
* Conducting timely training and developments.
* Maintaining Visual merchandise look and ambience on the floor.
* Analyze space allocation category-wise and sub category-wise with respect to the sales generated, stock capacity & seasons.
* Ensuring more loyalty cards Contribution in Store sale by enrolling more customers to this loyalty program.
* Customer Survey & Competition Review
* Local Activities, Contest, Promotions & Concept with help of Marketing Team
* Driving Zudio as a brand among Corporate and retail Customers.
* Controlling Operation expenses, Shrinkage & Cost control
* Implementing measures of cost control & developing new avenues for promoting the business.

**ORGANISATIONAL DETAILS**

## Worked As a CCA in **Shoppers stop** for 3 years at Hyderabad location and Vijayawada

## (**From May-2010 to April- 2013**)

## Worked As a department manager in **adityabirla group (pantaloons)** for 2 year at Guntur location

## (**From July-2013 to Nov-2015**)

## Worked as a store manager in **SOCH APPARAEL’S PVT LTD (SOCH)** from **22/11/2015 To 30/12/2019.**

* Currently associated with ZUDIO **as a OPERATIONS MANAGER from 21/01/2020 till date.**

## *The Accountabilities*

* Achieving Targets & Close monitoring sales for the store.
* Maintaining Customer relationship for better business continuity and Goodwill of the company.
* Managing cross-selling exercises & database generations.
* Records of all wastages, minimize man power, make best staffing & out sourcing decisions, achieve operational efficiencies,

## *The Attainments*

* Performed beyond company expectation.

**TRAINING**

* **Visual Merchandise**
* **Inventory Management**
* **Shrinkage Management**
* **Store Operations (front & back end)**
* **Customer service and Retail selling skills**
* **Drive the sales and maintain the healthy kips**

**ACHIEVEMENTS**

* **Super CCA** In 2012 for entire store level
* Highest Score in **five parameters** for Six months in Store level.
* Achieved Best Associate **SOP Adherence** Award
* **Best Visual Merchandising** Award in **EOSS** time for Entire Team in 2012

**IT SKILLS**

* **Well versed with MS offices and web designing (photo shop, dream weaver, flash) & Internet Applications**

**ACADEMIC QUALIFICATIONS**

* B.A from Andhra university A.P(2010)
* Intermediate from Government junior college (2007).
* Board of secondary from Z.P.high school(2005)

**PERSONAL DETAILS**

**Personality: Excellent communication skills.**

 **Hard Working Nature.**

 **Great Focusing Ability.**

 **Strong Determination.**

  **Friendly Nature.**

**Current CTC:5.60 Lakhs /PA**

**Expected CTC- as per company norms.**

**Notice Period- 30 days**

**Age: 29 Years**

**Marital Status: Married**

**Languages Known: English, Hindi and Telugu**

**Contact Number-9666656685.**

I Venkataramana, hereby declare that all the information given above is true to best of my Knowledge and belief.

Place:

Date: VENKATARAMANA CHINTU