



## RAKESH KUMAR SINGH

### Regional Operations Manager

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**Retail Sales & Operations || P & L Management || Business Planning ||  
Brand Management / Positioning || Manpower Management / Leadership**

### Key Skills

Retail Store Sales & Operations

Budgeting & Cost Optimization

Customer Service

Space & Staff Productivity

Team Management & Leadership

Process & Compliance

Strategic Planning

Business Development

Negotiations

Market Research / Trends Analysis

New Business Opportunities (NBOs)

### Objective

Highly motivated Retail professional with an MBA & over 15 years' experience in Luxury, Healthcare & Hypermarket Retail Operations across UAE & India. Open to senior management & leadership position to deliver quality results for the organization.

### Profile Summary

- Quality focused **Senior Regional Operations Manager**, problem solver & primary **customer service leader** credited with building world class service in **Retail Store Operations, Sales, Planning, Merchandising, and Inventory Control**.
- A **Resourceful People Manager**; led large team of members, using interactive & motivational leadership that spurred the members to willingly give 100% effort.
- Achieved **aggressive revenue pull-through via cross-line of retail merchandising business activity**; harvested hundreds of million in revenue from lead sharing & customer relationship management.
- Envisioned some of the most successful **marketing, branding strategies, product (ATL & BTL) campaigns** with focus on rapidly improving the profits & revenue, accelerating the ROI for the company.
- Spearheaded **high level business development & brand management**, with close oversight to business development team in strategic marketing plan & promotional plan development.
- Developed various **business strategies to raise customer's pool, expand store traffic & optimize profitability**.
- Experience of working with well-known brands like **LIFE Pharmacy (UAE), Aster Pharmacy (UAE), Landmark Group (UAE), Wal-Mart India & Spencer's retail (India)**.

### Soft Skills



RAKESH KUMAR SINGH

### Career Timeline



## Work Experience

### **LIFE Pharmacy, UAE as Regional Operations Manager, From June 2019**

*(Line of Business – Healthcare & Pharma Retail, spearheading 103 Pharmacies in UAE across Dubai & Abu Dhabi with annual revenue of AED 450 Million)*

#### **Key Result Areas:**

- Preparing & delivering the revenue forecast for the region to deliver the planned ROI from the stores.
- Business development activities & events to ensure regular revenue pull up for the stores.
- Identifying & nurturing the future talent for the company, develop top performers to always have a healthy competition in the stores to boost performance from the team.
- Identify & prepare feasibility reports for the potential expansion activities of the company. End to end revenue/P&L projection for management review.
- Tracking sub-segment wise primary, secondary and tertiary sales and sharing reports with the top management.
- Achieving key targets in the distribution network (sales, revenue) in the territory and increasing the retail outlet sales.

#### **Significant Accomplishments:**

- Revenue pull-up for the territory with 14% LFL growth inspite of challenging pandemic year 2020.
- Successfully launched 15 new outlets for the FY 2020 including 2 outlets in the emirate of Abu Dhabi.
- Improved the inhouse brands sales from the region by 21% in the FY 2020, helping the region with better profit margins & profitability across the region.
- DSES, Customer retention & service audit score improved from 84% in FY2019 to 89% in FY2020.

### **Aster Retail(Pharmacy), UAE as Retail Operations Manager, From September 2017 to May 2019**

*(Line of Business – Healthcare & Pharma Retail, spearheaded 45 top performing Pharmacies in UAE)*

#### **Key Result Areas:**

- Developing the 30-60-90 plans & delivery for the pharmacies involving results, process compliance, customers & employee growth, building the merchandise mix of the store as per the profitability, customer & market requirement in co-ordination with the procurement team.
- Regular visits to the doctors & clinics for revenue expansion activities.
- Engaging with the healthcare insurance team & companies for constantly looking at business expansion activities.
- Steering the top line sales through up selling, cross selling, repeat selling & competition benchmarking.
- Co-ordinating with the company PRO & various government bodies for permissions and licenses required for smooth operations of the pharmacies.

#### **Significant Accomplishments:**

- Attained 101% of the overall sales target with a growth of 3% for the financial year 2017-18; region progressed to an annual turnover of AED 225 million.
- Reduced the controllable expenses by 8%. From AED 25 Million per annum in FY 2016-17 to AED 23 Million in FY 2017-18.
- Decreased shrink from 0.8% in FY 2016-17 to 0.39% in FY2017-18 which is 50% reduction in 1 year time.

### **Lifestyle, Landmark Group, UAE as Area Manager, From July 2015 to August 2017**

*(Line of Business – Beauty, Fashion & Home, spearheaded 25 Stores in UAE)*

#### **Key Result Areas:**

- Prepared control annual business plan for the area and ensured to achieve the Topline budget, Margin Budget & Net Profit.
- Ensured that all stores adhere the Standard Operating Procedures through regular audits & tracking.
- Devising merchandising plans for the stores based on insights gained from merchandise analytics, customer preference, historical trends & future outlook.

- Ensure the customer service standards are delivered all the time through driving the customer service culture amongst the team, providing coaching sessions on how to deal with different customer situations, & leading by example.
- Responsible to minimize costs through mitigation of employee cost, managing damages, electricity costs, carry bag costs, equipment consumables cost etc. within the store.
- Coaching the team for billing accuracy, stock & receiving accuracy, making the associates vigilant about potential shoplifting cases, ensuring proper merchandise handling etc.

### **Wal-Mart India, New Delhi as Senior Operations Manager, From Jan 2010 to June 2015**

*(Line of Business – Hypermarket)*

#### **Key Result Areas:**

- Managed the entire gamut of sales & operations for a 60000 SFT store, with an annual sales turnover of USD 10 million with team of 6 Assistant Managers & 20 Team Leaders for achieving the business goals.
- Maximized top line sales through up-selling, cross selling, repeat selling & competition benchmarking.
- Ensured the smooth operations, inventory management & profitability of the region in adherence with VM standards.
- Conferred with Best Performer Award by the CEO of Walmart India for consistently achieving the designated sales targets with double digit YOY growth.
- Member of “**Organizational Excellence Awards**” Team in Wal-Mart India.

### **Spencer's Retail, New Delhi as Manager Operations, From June 2006 to Jan 2010**

*(Line of Business – Hypermarket)*

#### **Key Result Areas:**

- Formulated the sales plans to generate increased sales for achievement of revenue targets.
- Adhered to all the companies' processes in the stores and taking corrective actions against any deviations.
- Performed regular audits & reviews to meet desired standards of the store.
- Ensured proper product displays at shelves and positioning through merchandising team; ensure proper material movement to reduce shrinkage to minimal levels.
- Conducted promotional analysis and evolving buying strategies for matching with the consumer profile, market requirements as well as the direction of business for maximizing sales.



## **Education**

- **MBA (Marketing and Finance) from NIILM-CMS, New Delhi in 2006**
- **Bachelor of Science-Chemistry Honours from Kirori Mal College, Delhi University in 2002**



## **Personal Details**

**Date of Birth:** 28th February, 1982

**Passport Number :** K4982814

**Job Location :** Dubai, UAE