



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

Change Agent	Collaborator
Motivational Leader	Communicator
Thinker	Planner

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Career Timeline

LIFE Pharmacy Regional Manager (From June 2019)	Aster PHARMACY Retail Operations Manager (Sept 2017 to May 2019)	LANDMARK GROUP Area Manager (July 2015 to Aug 2017)	Walmart India Senior Operations Manager (Jan 2010 to July 2015)	spencer's Retail, Manager Operations (June 2006 to Jan 2010)
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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