

# Tejas V Kkapase

Divisional Manager - Khimji's Watches

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Providing Leadership and complete assistance to the team members, Review and direct actions of the team members assignment's and projects, manage business operations to achieve company goals, Identify resources, assign workloads and manage schedules to ensure timely deliveries, managing overall operations to meet the divisions objectives, Implementing Policies and Procedures to be followed by all the team members.



## Skills

Stock Management & Inventory Control		Excellent
Visual Merchandising		Excellent
Retail & Operational Standards		Excellent
Sales & Profitability: Watches, Jewelry and Services		Excellent
Event Sale / Mega sale		Excellent



## Work History

2020-01 -  
Current

### Divisional Manager

Khimji's Watches, Muscat

- Heading KW Marketing & Sales function with a 4 member marketing team and 10 member sales team
- Expanded cross-functional organizational capacity by collaborating across departments on priorities, functions and common goals
- Delivered feedback to decision-makers regarding employee performance and training needs
- Developed and maintained relationships with customers and suppliers through account development
- Developed and executed 360-degree marketing communication strategies, consumer marketing programs and promotional campaigns including direct mail/ web initiatives, in-store POS, promotional literature, innovative displays, packaging and merchandising to generate increased revenue and develop greater affinity of the brand for luxury Watch & Jewellery brands such as Rolex, Chopard, Cartier, Frederique Constant, Oris, Breitling, Alpine Watches, Ateliers DeMonaco and Caran D'ache every year over last 4 years.
- Manage \$0.6M (USD 600,000) budget on overall marketing & communication activities and increased sales with key accounts over last 4 years.
- Supported sales representatives in field, attending private seasonal product launches to

- determine future marketing and product strategies
- Designed and executed communication strategies utilizing local and national media, direct mail, radio and outdoor, events and visual merchandising.
- Managed catalog and price list production, including creative direction, photo shoots and press checks
- Implemented new strategies such as Direct Mail exercise of new launches and promotions to increase traffic and increased orders.
- Analyzed 'Preferred Customer' database to reduce undeliverable promotional materials. Converted printed DMs to eDMs to reduce print costs. Efforts
- Resulted in reduction of annual printing costs.
- Monitored market trends and competitor activity to ensure high campaign ROI and customer retention.

Training-Coordinating with Brand principals to implement and organize training sessions for sales team.

- Executed Supply Chain activities and complimented logistical development which includes scrutiny and updation of various key documents.
- Introducing various Incentive schemes for sales team with Brand principals and implementing after discussions with COO and Directors.
- Carrying out Multiples roles and delivering within given time frame and at times before deadline.

2015-01 -  
2019-12

### **Asst. Divisional Manager**

Khimji's Watches, Muscat

- Identified issues, analyzed information and provided solutions to problems
- Oversaw daily operations to ensure high levels of productivity
- Resolved conflicts and negotiated mutually beneficial agreements between parties
- Carried out day-day-day duties accurately and efficiently
- Used coordination and planning skills to achieve results according to schedule
- Served customers in friendly, efficient manner following outlined steps of service
- Proved successful working within tight deadlines and fast-paced atmosphere

2008-01 -  
2014-12

### **Manager – Retail Sales & Marketing**

Khimji's watches, Muscat

- Improved operational planning and business frameworks to enhance resource utilization and reduce waste
- Maximized productivity by keeping detailed records of daily progress and identifying and rectifying areas for improvement
- Assessed supplier quality to maintain tight cost controls and maximize business operational performance
- Directed staff and managed annual capital budget
- Conducted monthly inventories of raw materials and components on work floor
- Established and administered annual budget with controls to prevent overages, minimize burn rate and support sustainability objectives

2007-01 -  
2008-12

### **Showroom Manager - Multibrands**

Muscat Pharmacy- Perfumes & Cosmetics, Muscat

- Supervised inventory and placed orders to replenish low running supplies.

- Managed a team of 12 Sales Executives, Incentivized team members ensuring Sales Target achievement
- Managed around 45 Premium brands such as Estee Lauder, Clinique, Givenchy, Escada, Guerlain, Mont Blanc etc
- Educated staff on strategies for handling difficult customers and challenging situations.

## Senior Sales Executive

Khimji's Watches , Muscat

- Utilized multiple marketing strategies to improve profitability.
- Employed effective problem-solving techniques, increasing client satisfaction ratings.
- Demonstrated a high level of knowledge of products, services and procedures in assigned area and nearby departments.
- Fostered internal and external customer service through integration of production knowledge, adherence to deadlines, and personal attention to detail.
- Merchandising of showroom products
- Inventory Control and Reporting



## Education

1991-01 -	<b>Bachelors of Commerce: Commerce,</b>
1995-07	Sydenham College – Mumbai
2007-03	MBA- University of Hull - UK



## Accomplishments

- In 2005 & 2010- Recognized & awarded as the Employee of the Year
- Target achieved for last 7 consecutive years from Cartier- Recognized & appreciated by the Principals and rewarded the company by bonus points ( CN received every year)
- Successful completion of Chopard Auction event/ Rolex Golf Events / Cartier VIP Private Viewing Event of HJ collections



## Additional Information

### KEY STRENGTHS

- Communication with Principals
- One-point interface with the Principals on day to day affairs & operations
- Enquiries and entire ordering process

### PR and Engagement with:

- VVIP clients/ Royal Family Members/ Head of Government Institutions
- International Clients
- Regular and walk-in clients
- Directors & Family Members and their VVIP Guests
- Business Heads of various Publications
- After Sales Service; Support to After Sales Service Team
- Co-ordination with Principals to explore solutions for complicated repair cases.

### New Ventures:

- Co-ordination & Planning for the inclusion of New Brands in the KW Portfolio.
- Business Plan Initiatives, Management & Delivery  
Execution of Special Projects



## Languages

English		Excellent
Hindi		Excellent
Marathi		Excellent
Gujarati		Excellent