



BAIJU KURIAN LALU

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Achievement-driven and High-Performance Management Executive with outstanding qualifications in all phases of store operations and customer service department.

To associate with an innovative and vibrant organization, this allows me to put my competencies to the best use, to add value to the organization and contributes to my overall growth as an individual or as a team.

KEY SKILLS

- **Sales Operations**
- **Customer Service Department**
- **Problem Solving**
- **Time Management**
- **Sales & Marketing**
- **Visual Merchandising**
- **Inventory Management Category Management**
- **Strategy Planning & Execution**
- **Team Training & Development**
- **Excellent Communication**

PROFILE SUMMARY

- **A competent professional with 9 years of rich experience** in Sales Operations, Sales & Business Development, Customer Service Department, Visual Merchandising, L2L Growth and Inventory Management; skilled in implementation of **SOPs for sales operations** for stores subfunction retail standards in terms of merchandising- stock planning, sell through & category penetration
- Excellent in ensuring **revenue targets achievement & growth plan for Sales Operations** with strength in **leading dedicated teams** for maximizing organizational reach and market share through the application of robust strategies, effective merchandising and excellent client relationship management
- Pivotal in **designing & implementing Retail model** with involvement in all key corporate decisions towards fulfilment of company vision & mission; focused on operations and enhancing efficiencies to augment revenue streams
- Expertise in **implementing sales, promotion plans & new concepts**; proficient in allocation / transfer of stocks and conducting routine inspection to ensure availability of inventory at the warehouse; **maximizing profitability of assigned stores by executing company programmes**
- **Shared site optimization results**, customer insights, business performance and **online merchandising best practices**
- Deep **understanding of regional-wise marketing in all regions**, both current and emerging, with the aptitude to translate marketing needs into program execution
- **Strong commercial acumen** with an understanding of the key drivers of store profitability. Proven management experience in effectively training competent customer service associates and continuing to provide outstanding service to customers.

SALES OPERATIONS FIELD & CUSTOMER MANAGEMENT

- Strong customer orientation & ability to engage with different types of customers.
- Enhancing existing revenue streams and developing new ones for the sales development.
- Having a motivational and engaging leadership style.
- Proven management experience in effectively training competent customer service associates and continuing to provide outstanding service to customers.
- Maintain quality control / satisfaction records, constantly seeking new ways to improve customer service.
- Strong merchandising skills & Knowledge of ecommerce and Internet based trading.
- Excellent leadership and decision making skills, with a unique talent for handling and resolving conflicts within the team.
- Knows everything there is to know about creating an amazing retail experience.

PERSONALITY TRAITS

- Accepts full responsibility for self and contribution as a team member
- Displays honesty and truthfulness & Able to rapidly perform complex analysis
- Balances individual goals while providing value
- Effectively uses all forms of communication to collaborates well with customers
- Accurately assess situations and apply new approaches to existing challenges when delegated
- Open-minded and finds new solutions when an obvious problem or gap exists

ORGANISATIONAL EXPERIENCE

Sales Operations In-Charge

E-CITY ELECTRONICS , DUBAI – UAE

Apr 2016 – Oct 2020

- Planning & driving concept's of sales operations so as to ensure maximum sales, maximum profitability, optimum stocking, increase in customer satisfaction and continued business growth of the store
- Increasing revenue per store and counter and controlling operating expenses to increase store and counter profitability with 100% process adherence in each activity and department in store
- Collaborating with the planning to ensure consistency and customer satisfaction (replenishment, repeats, promotions, stock controls & so on)
- Managing cluster of store & counter level operational activities through sales-force and leading the regional retail teams to drive quality standards and excellence in retail operations
- Leading the market leaders to drive the business: KPIs, sales, promotions, store visits, staff hours, store costs & so on
- Building a strong partnership with the Corporate Departments to improve the processes and build all the necessary tools for seamless retail operations and sales
- Communicate directly with customers on the floor and ensure their shopping experience is pleasant, productive and memorable and to mediate any situations that may have escalated
- Developing below the line activities as well as product display and visual merchandising and ensuring implementation through staff's and salesforce. Analyzing sales figures and forecasting future sales volumes to maximize profits

Highlights:

- Reviewed fast & slow-moving stocks and planned for the fast & slow-moving stocks & planning for the same
- Maintained the desired visual merchandising, retail operations, customer service, replenishment, recovery standards in his/her area in the store in all aspects
- Reported Stock Replenishment, Receiving & Dispatching, Record Walk-ins, Conversion, ABV and Shortages/Pilferage to ensure proper company obligations by the staff members
- Facilitated clear communication between the stores and implemented all marketing programs, promotions & campaigns, trade-shows, special events, exhibitions and displays
- Created, reviewed and adjusted schedules to ensure appropriate staffing levels to deliver the customer experience

Senior Sales & Customer Support Executive

E-CITY ELECTRONICS , Sharjah – UAE

Jan 2011 – Mar 2016

- Identified and communicated to management on opportunities for increased sales; developed and executed plans to realize those opportunities
- Route technical queries to designated department for proper resolution of sales & service. Handles Client complaints and products returns.
- Led operations to ensure standards are met and maintained regarding merchandising presentation, customer service, store safety, cleanliness, shrinkage and operating cost controls for meeting store KPIs
- Reviewed & analyzed stock and sales reports, monitored over & under stocks and implemented corrective action
- Maintained the desired visual merchandising, retail operations, customer service, replenishment, recovery standards in assigned area in the store in all aspects
- Contributed in management and store meetings and offered suggestions for associate development, sales opportunities & organizational improvements
- Meeting and greeting customers in a friendly, professional and timely manner. Entering orders for customers in a computer system for products and services and recorded customer information in database.
- Forecasted: Sales budgets, schedules expenditures, analyzed variances and initiated corrective action

ACADEMIC DETAILS

- B.Tech. (Electronics & Communications) from MG University Kerala – India in Jan 2009
- Higher Secondary Education from New Indian Model School, Sharjah – UAE in Jan 2005
- Secondary Education from New Indian Model School, Sharjah – UAE in Jan 2003

PERSONAL DETAILS

Date of Birth: 11th October 1987
Marital Status: Married
Place of Birth: Dubai
Nationality: Indian
Languages Known: English, Hindi, Malayalam and Tamil
Driving License: Valid UAE Driving License