

A Kiran Samuel

Scaling new heights of success and leaving a mark of excellence,
targeting senior level assignments in Retail Store
Operations/Sales & Marketing/Business Development
preferably in Gulf Countries



Executive Profile

- Result Oriented professional with 18 years of rich work experience in Consumer Durables, Electronics and Beverages having worked in **Oman and India**.
- Managed Exclusive Retail Stores, Organized Retail Stores, SIS Outlets, Kiosk's, Key Accounts, Distribution, Wholesale and Institution sales
- Insightful Operational knowledge in Retail Formats like Carrefour, Lulu, Nesto, Emax, Sharaf Dg, SultanCenter, KMTrading, Grand Hyper, Makkah Hyper and others
- Proactive in achieving the vertical wise sales target and developing the business for new products; expertise in expanding market share, generating new business, maintaining quality and targeting the potential customers
- Engaged in rigorous planning and implementation of the product in market by conducting ATL/BTL activities in big retail formats
- Tracking competitor activities in regards with price, demand and competition, collating financial information, and organizing events & product exhibitions
- Extensive experience in leading profit-generating operations through innovative merchandising, pricing and discounting, and focus on continuous product turnover
- Excellent communication and people management skills that have been honed through leading multi-skilled teams
- Products & Brands Managed
 - Watches & Accessories(Timex, Seiko,Titan,Fastrack, Sonata)
 - Cycles, Fitness & Toddler Products (Bsa,Hercules,Schwinn,Bianchi)
 - Home Appliances (Toshiba,Midea,Assest)
 - Luggage & Travel Accessories (Vip,Delsey,Carlton)
 - Calculators (Casio)
 - Clocks & Time Recorders(Seiko)
 - Bed, Bath & kitchen(Corning,Spaces,Welspun)



Significant Achievements

Bahwan Electronics LLC (Suhail Bahwan Group)

- Scaled up the retail contribution to the overall business by 30% with expansion in retail formats
- Led seamless deployment of ATL & BTL Activities in big retail formats including Lulu,Carrefour,Extra,Emax,Nesto,K.MTrading, A&H,Sultan Center and others for Casio Calculators and Vip Luggage
- Instrumental in opening exclusive store and 15 new accounts for watches
- Certification of Appreciation from Brand Titan for year 18-19
- Developed business for new products like Accessories for Titan and Casio
- Increased the institutional business by adding new clients for both watches and luggage

TI Cycles of India (Murugappa Group)

- Played a key role in opening up of 30 exclusive large format stores in FY'10-13
- Efficiently deployed Rural Retail format in T3 & T4 towns in 65 outlets
- Instrumental in introducing Toddlers & Fitness products in other sales formats



Contact Details

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Core Competencies

Retail Store Operations

New Business Development & Growth

Brand Awareness & Management

Product Visibility & Availability

Brand Awareness & Management

Inventory/Stock Management

Visual Mechanizing Strategies

ATL/BTL

Store Revenue Optimization

Team Building & Management

Strategic Sales & Marketing

Channel Management/Distribution

Business Strategy Planning & Execution

Personal Details

- Nationality :India
- Languages :English,Hindi,Telugu
- DOB :05/09/1981
- Gender :Male
- Visa Status :Residence
- Marital Status :Married
- Driving License: Available GCC (Oman)

Education & Credentials

- B.Com. from Osmania University, Hyderabad in 2002

Coffee Day Xpress

- Successfully appointed 15 franchises outlets along with addressing & resolving the complex operational issues in association with the Business Development Team

VIP Industries Ltd.

- Out of the box thinker who has opened up 5 new Lounges in Hyderabad
- Acknowledged as the only achiever for accomplishing 110% sales across South for Q2 budget (06-07) and bagged 2nd position against Budget vs Achievement in Q4 across all the regions
- Qualified twice for foreign trip incentive for best performance

Timex Watches Ltd.

- Steered initiatives in establishing a robust network of one Authorized Service Workshop and 10 Authorized Service Center's
- Successfully accomplished turnover of INR 60 lacs through sales of spares steering to 30% growth
- Acknowledged for generating MIS for significantly minimizing TAT for customer complaints
- Took structured approach for performing comprehensive field audits as well as safeguarding corrective measures

Work Experience

Dec'14-Apr'20 with Bahwan Electronics LLC-Muscat (Oman), as Assistant Manager- Sales

Products Managed: Watches, Clocks, Time Recorders, Luggage & Accessories, Calculators, Crockery, Home Appliances

Role & Responsibilities : Retail Operations

Company owned exclusive stores & Shop in Shop outlets

- Responsible for the Sales & Profitability of the stores and the SIS outlets
- Creating periodic financial & sales reports to identify trends and safeguarding stores are on the correct growth curve, assessing appropriate staffing levels and identifying ideal marketing expenditures
- Administering day-to-day retail operations involving finance and inventory of the exclusive stores
- Manage & Monitor store operations ,backend retail administration & Standard operating procedures (SOP'S) to maximize operational proficiency
- Ensure Store teams to follow the brand visual merchandising standards and stocks levels with proper mix as agreed
- Preparing monthly scheme proposals and promotional activities in coordination with the marketing team
- Providing direction to execute promotions / launches as part of brand building & market development efforts
- Develop Retail Skills within the team by providing consistent direction, coach and mentoring

Hyper Markets, Departmental Stores, Organized Retail Stores, Key Accounts

Lulu, Carrefour, Nesto, K.M Trading, Sultan Center, Sharaf Dg, Emax, Grand , Makkah, Mars, Afnan Majan, A&H (Al Anasar Group), Omasco

- Managing the counter sales and display at stores as per the agreed terms
- Ensured product availability with proper mix & price points
- Preparing monthly scheme proposals and promotional activities such as Spot-Sales, Brand Promotions and Display Offers
- Coordinating with outlet buyers and the design team for listing of products and purchase orders
- Providing Merchandisers direction to execute promotions / launches as part of brand building
- Arrange periodic training to merchandisers on new products , customer service and up selling techniques
- Conducting the competitor analysis by determining market trends and competitor's moves to achieve market share metrics; evolving market segmentation & penetration strategies to achieve targets
- Ensured timely service delivery and collections from the clients within pre-set credit period while managing the smooth operations across the outlets

Distribution & Institutional Business

- Ensured Dealers to maintain the base stock levels and also the space allocated to each brand as agreed
- Looked into the implementation of the consumer schemes planned along with the replenishment of stocks in the shelves with proper variants and mix
- Liquidation of Ageing stock was addressed
- Orders were processed within the time limit agreed after getting the LPO's
- Ensured timely service delivery and collections within pre-set credit period while maintaining smooth operations
- Enhancing the distributor base by increasing dealers and secondary sales
- Targeting the institutions on regular basis for bulk orders by understanding there requirements

Training Attended

- Proactively attended training course on Communication Skills and Problem solving Techniques

IT Skills

- Work experience on SAP and Oracle applications , well versed with MS Office and Internet Applications

Feb'13-Oct'14 with Elite Cycles & Fitness (Proprietorship Concern) as Business Partner

Products Managed: Cycles, Toddlers & Infants Products, Fitness & Workout Products

Role:

- ⦿ Directed stores operations as well as wholesale business
- ⦿ Safeguarded seamless store operations by monitoring stock control, administration and presentation
- ⦿ Strategized plans for augmenting the sales through effective merchandising and marketing measures
- ⦿ Key role in implementing ATL & BTL activities for ensuring promotion of stores and wholesale business
- ⦿ Delivered valuable recommendations and executed promotions & special offers
- ⦿ Governed the entire store and wholesale business performance on a daily, weekly and monthly basis for tracking the improvement areas

Apr'10-Jan'13 with TI Cycles of India (Murugappa Group) as Deputy Manager- Retail Operations

Products Managed: BSA Cycles, Toddlers & Infants Products, Fitness & Workout Products

Role:

- ⦿ Single-handedly supervised Retail Operations of 40 exclusive stores across Andhra Pradesh, Karnataka & Goa region
- ⦿ Planned for expansion of retail formats (HBZ, CHAMP STORE, WORKOUT STORE and RHB) across the allotted states
- ⦿ Minutely administered the operations of Rural Retail Format in T3 & T4 towns
- ⦿ Significant role in spearheading Sales & collections by working closely with the Sales Team of the Retail Formats
- ⦿ Devised placement plans for the stores for new product launches across segments along with leading the deployment of ATL & BTL activities for enhancing the product visibility
- ⦿ Contributed towards managing the operations and merchandising of the prevailing exclusive stores for ensuring strict adherence to the norms & standards
- ⦿ Functioned as a channel between the design team & the franchisee team to ensure new stores get launched in line with the design as well as worked efficiently on the branding part for the prevailing stores

Mar'09-Mar'10 with Coffee Day Xpress as Manager-Operations

Products Managed: Beverages & Food

Role:

- ⦿ Planned rigorously for accomplishment of sales and collection target of approx. 50 Retail Outlets spread across Corporate, Colleges, Hospitals and Shopping Malls in Andhra Pradesh
- ⦿ Engaged in new retail market development by opening up of new outlets in A.P
- ⦿ Proactively appointed & established brand promoters as well as organized training for them periodically; implemented marketing initiatives and branding for spreading awareness across all the outlets
- ⦿ Spearheaded F&B and SCM Operations across A.P along with heading the Technical Department, single-handedly

Mar'08-Feb'09 with Welspun Retail Ltd. as Senior Officer Retail (Operations)

Products Managed: Home Furnishings (Bed, Bath & Kitchen Products)

Role:

- ⦿ Strategized plans for achieving the sales target of 20 Welhome Stores across Andhra Pradesh region
- ⦿ Led strategic initiatives for attainment of significant revenue of the company and franchise stores

Jun'06-Feb'08 with VIP Industries Ltd. as Area Retail Executive

Products Managed: Luggage, Backpacks & Accessories

Role:

- ⦿ Pivotal role in formulating and implementing robust strategies for accomplishing the pre-established sales target of Exclusive Stores, ORS, NTO'S & HYPER STORES across Andhra Pradesh region
- ⦿ Engaged in new retail market development by opening up of Exclusive stores and addressing operational concerns regarding stock & manpower in NTO'S(Shopper's Stop, Lifestyle, Central) and Hyper Markets (Big Bazaar, Metro)

Sep'03-May'06 with Timex Watches Ltd. as Territory Service Officer

Role:

- ⦿ Operated as a Profit Center Head along with administering the entire gamut of after-sales service & customer care operations across diverse locations encompassing Andhra Pradesh, North Karnataka and Goa
- ⦿ Engaged in devising the budgets and performing cost planning for the assigned territories

May'02-Aug'03 with Shoppers Stop Limited, Hyderabad as Customer Care Associate

Role:

- ⦿ Engaged in managing Sales, delivering support to the Customers, enrolling privileged members, participating in Visual Merchandising and Cashiering