Richard Machado

Mobile: +91- 8879447142, E Mail: richard\_1531@yahoo.co.in

Address: HO.NO. B/1 Plot No.16 Nirmiti CHS, Opposite Care Hospital Madha Malwani Malad West -400095

**Aspires to pursue assignments in Retail Operations/ Merchandising with a frontline organization**

A competent professional with nearly 14 yearsof accomplished career track of delivering sustaining revenues & profits in the Retail & FMCG Industry. Presently associated with **Nature's Basket, Mumbai as Asst Business Manager- Operations (From 13/7/2011 To 25/09/2020) Expertise** in management and sales techniques and the products sold in the outlet. Possess understanding of employment legislation relating to shop workers and its obligations under the Consumer Guarantees Act. Posse’s leadership skills and the ability to delegate tasks and duties to other staff, good communication, listening and customer service skills. Experience in memorizing stock and to think of creative ways to promote goods. A proactive leader and planner with expertise in strategic planning, market plan execution, and pre-sales efforts with skills in staffing and targeted marketing. Streamlining workflow and creating a team work environment to enhance profitability innovatively for reputed business houses. An effective communicator with exceptional relationship management skills with ability to relate to people at any level of business and management.

 **Nature's Basket**

**Assistant Store Manager ( Operations )**

 **THE BUSINESS SKILLS**

* **Store Management:** Ordering new stock and check it is in good condition and accurately invoiced when it arrives: Organizing product promotions and displaying new stock Helping customers choose products. Advising on the use and care of products. Collecting payment from customers or arrange credit. Preparing invoices and sales dockets, arranging the payment to suppliers for goods. Managing various functioned pertaining to banking and accounts. Handling price stock and participating in stocktakes.
* **Retail Operations:** Managing retail outlets for maximum product coverage. Monitoring effective merchandising at the outlets for product promotion activities. Interacting with clients and assisting them for enhancing brand loyalty and customer retention.
* **Sales & Marketing:** Handling the marketing and sales operations for achieving increased growth & profitability. Utilizing the public information and personal network to develop marketing intelligence for generating leads.
* **Business Development/ Key Account Management:** Identifying prospective clients, generating business from new accounts & developing them to achieve consistent profitability. Building and maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving performance parameters delivery & quality norms.
* **Distribution Management**: Identifying and developing channel partners for achieving business volumes consistently and profitably. Evolving strategies & activities to achieve desired business objectives & implement recognition campaigns for enhancing motivation. Ensuring cost effective logistics operations across the distribution channel and monitoring availability of requisite goods at the various sales outlets/ channels. Evaluating performance & monitoring of dealer sales and marketing activities
* **Sales Promotion**: Building brand focus in conjunction with operational requirements. Ensuring maximum brand visibility and capture optimum market shares. Managing brand image building and awareness campaigns. Devising & implementing pre & post marketing activities for successful launching of new products.
* **Customer Relationship Management:** Maintaining cordial relations with customers to sustain the profitability of the business. Maximizing customer satisfaction level by on time delivery, monitoring customer complaints, providing efficient services. Handling customer grievances and resolving issues.
* **Team Management:**Imparting /organizing training programs for achieving pre planned business targets. Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.
* **Online Management** : Handling entire process of online business from picking to check out process.

 Picking: All the products are in good condition and are not near expiry or expired.

 Calling : Need to call customer and confirm for any substitute if added.

 Scanning: Products are properly scanned according matching price and product.

 Delivery : Delivery's are delivered to customers as per given time slot.

 Collection : Proper collection is taken according to bills

**EMPLOYMENT PROFILE**

 **Dec’09 to Jan’11: Flemingo International Limited, TOGO, West Africa**

**Retail Manager (Operations)**

* Distinguished efforts towards managing the complete retail operations for the Western African region.
* Leading and mentoring a team of 20.
* Entrusted with the responsibility of monitoring the construction of DFS shops in Tokoin Airport, Lome,Togo and any other potential locations within the country.
* Negotiating and liaison with architects and other contractors undertaking the construction of the shops.
* Liaison with all other parties related to the company’s projects in Togo.
* Played a major role in acquiring relevant licenses and fulfilment of statutory requirements in order to successfully implement the project and ensure compliance throughout the term of employment.
* Efficiently handled the following Supply Chain functions
	+ Re-ordering for International imports and Local supplies for Flemingo’s Duty Free shops.
	+ Interfacing with Head Office in Jebel Ali Free Zone, Dubai, UAE and Local suppliers for all orders placed.
	+ Planning logistics and economic distribution & allocation of goods to Flemingo’s Duty Free Shops.
* Organizing and conducting promotional activities in the store.
* Managing the complete stock operations in the organization.
* Successfully managing the following administrative functions:
	+ Ensuring adherence to the project requirements / deadline as well as compliance to statutory requirements.
	+ Personnel administration and HR at Togo level.
	+ Ensure all departments are working in a cohesive manner to achieve the company’s objectives

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**Sep’08 to Dec’09: Reliance Retail Private Limited**

**Store Manager**

* Instrumental role in managing the entire gamut of store operations.
* Ensured utmost customer satisfaction by rendering quality services.
* Demonstrated skills in managing the merchandising operations and ensuring adherence to the store standards.
* Accountable for managing the complete human resources functions.
* Ensure all disciplinary procedures and staff movements are directed through the superiors

**Mar’06 to Aug’08: Hyper City Retail India Limited**

**Team Leader**

* Administered the complete Department activities involving sales, profit/loss, shrinkage, finance, people orientation, stock management, home delivery and customer service.
* Supervised the overall performance of the Department and ensured enhancement of sales and profit at all times.
* Facilitated optimal utilization of manpower and also ensure proper training is provided to all the staff of the Department.
* Ensured adherence to the standard operating procedures, enforcing compliance to maintain smooth operation of the Department.
* Setting sales target and monitor daily sales report.

**PREVIOUS ASSIGNMENTS**

Jan’05 to Feb’06 Magnetic Marketing as a CSR

**ACADEMIC OVERVIEW**

 **MBA : National Institute of Business Management ( 2017 )**

**2005: Bachelor of Commerce**

**G.S. College Jabalpur (M.P)**

**PERSONAL VITAE**

Date of Birth : 31st May 1981

Languages : English and Hindi

Marital Status : Married

Religion : Catholic

Passport No : P-1034623