

PRADYUT LENKA

Mobile: +971542450433
Mail: pradyutlenka@yahoo.co.in
Address: Sharjah, UAE



ABOUT ME

I am a management professional with 15+ years of diversified experience in the retail sector with core competencies across sales and retail operations management and distribution management.

AREA OF EXPERTISE

- Sales & Marketing
- Market Penetration
- Business Development
- Retail Store Operations
- Channel Sales Management
- Key Account Management
- Franchisee Management
- Distribution Management
- MIS Reporting & Documentation
- Team Management

Core Competencies

- Streamlining supply chain and logistics operations to ensure efficient product distribution across retail outlets and distribution networks.
- Managing inventory levels, ensuring timely stock replenishment, and optimizing warehouse operations to meet market demand.
- Establishing and maintaining relationships with distributors, vendors, and logistics partners to enhance distribution efficiency and cost-effectiveness.
- Driving retail store performance through effective merchandising, inventory management, and customer-focused initiatives.
- Implementing standard operating procedures for retail operations to ensure consistency, quality, and enhanced customer experience.
- Monitoring sales performance and KPIs across retail outlets to identify growth opportunities and address operational challenges.
- Identifying and capitalizing on new market opportunities to expand the business footprint in the garments industry.
- Building strategic partnerships with corporate clients, distributors, and retail partners to drive sales and long-term business growth.

WORK HISTORY

AUG 2023- PRESENT- RETAIL OPERATIONS AND BUSINESS DEVELOPMENT MANAGER, AL SULAIMAN JEWELLERS

- Managed operations of 16 kiosks, overseeing a team of 48 employees.
- Ensured exceptional guest experiences, resulting in high satisfaction ratings.
- Maintained stock availability and timely refill at stores.
- Implemented cost-saving measures, resulting in improved profit margins.
- Managed inter-store transfers, customer repair, and damage.
- Executed marketing activities and secured branding spaces in malls.
- Conducted training programs on products, SOP implementation, and incentive programs.
- Managed profit and loss developed annual budget plans.
- Implemented high standards of visual merchandising and store presentation.
- Successfully launched 8 new kiosks, contributing to increased sales revenue and another 3 in pipeline.
- Valuated and finalized locations for kiosk setup.
- Negotiated with mall leasing teams and vendors.
- Coordinated with malls for necessary approvals and permits.
- Established and maintained relationships with malls and vendors.
- Facilitated new agreements or renewals on behalf of management.

MARCH 2021- MAY 2023- REGIONAL SALES MANAGER, PEPE JEANS INNERFASHION PVT. LTD.

- Traditional Retail
- Accountable for business operation for A.P/ Telangana / Odisha/ Chhattisgarh / Vidarbha (Southeast Region) in terms of distribution and dealers' development
- Enhanced the network by managing 11 distributors and overseeing activities for recruiting another 11 distributors.
- Boosting the sales by grabbing maximum space in the MBO to increase visibility.
- Working towards viability and profitability of the business for the distributors and Dealer
- Forecasting the annual target, focusing on refill orders on a monthly basis
- Engage a team of 5 company employees and 4 DSO to achieve the monthly and yearly sales target.
- Ensure timely collection from distributors to have a smooth flow of business.
- Collaborated with senior executives to evaluate performance in regional areas and develop strategies to expand revenue generation.
- Met with each sales representative on monthly basis to answer questions, resolve issues and identify new strategies.
- Contacted key accounts regularly and achieved high satisfaction scores by routinely reassessing needs and resolving conflicts.

**FEB 2017- DEC 2020- CHANNEL MANAGER RETAIL, VIP INDUSTRIES LTD.
(Retail Operation & Development)**

**APRIL 2011- JAN 2017- CLUSTER SALES MANAGER, PEPE JEANS INDIA LTD.
(Distributor handling, retail development and franchisee handling)**

**FEB 2010- MARCH 2011- ASST.MANAGER RETAIL, S. KUMAR NATIONWIDE LIMITED LTD
(Retail operational and development)**

**SEPT 2006- JAN 2010- ASST. SALES MANAGER, PJI CLOTHING INDIA LTD
(Distributor handling, retail development and franchisees handling)**

PROFESSIONAL & ACADEMIC QUALIFICATIONS

1999-2001- MBA MARKETING
1996-1999- BACHELOR OF SCIENCE

PERSONAL DETAILS

Gender: Male
DOB: 16th December 1978
Languages: English, Hindi
Odiya, Bengali, Telugu
Nationality: Indian

I consider myself familiar with professional aspects. I am also confident of my ability to work in a team. I hereby declare that the information furnished above is true to the best of my knowledge.

Pradyut Lenka