

ANCY ANAND. A

PROFESSIONAL SUMMARY

Results-driven retail and customer care professional with 13 years of experience in managing high-performing teams, driving sales, and enhancing customer satisfaction. Expertise in store operations, visual merchandising, training and development, and achieving sales targets. Adept at handling customer queries, complaints, and implementing effective strategies to boost performance and profitability.

EXPERIENCE

Royal Oak – Velachery -Senior Store Manager
(Jul 2024 – till date)

Responsibilities:

- **Showroom Oversight:** Manage a 20,000 sq. ft. showroom, leading a team to achieve high levels of customer satisfaction.
- **Sales Target Achievement:** Drive store sales and consistently meet or exceed sales targets.
- **Team Management:** Oversee a team of 15 members, ensuring that each individual meets their performance targets according to KPIs.
- **Conversion and Ticket Size Improvement:** Enhance conversion ratios and average ticket sizes through effective team management and training.
- **Meetings and Reviews:** Conduct daily briefings, weekly team meetings, and monthly performance reviews to ensure alignment and progress.
- **Marketing and Customer Service:** Coordinate marketing activities, handle customer complaints, and oversee smooth product delivery and installation.
- **Visual Merchandising and Stock Management:** Implement visual merchandising standards and manage stock availability in collaboration with the merchandising team.

Pepperfry.com – Adyar - Studio Manager (Mar 2023 – Apr 2024)
Wakefit – Adyar -Studio Manager (May 2022 – Mar 2023)

Responsibilities:

- **Manage a 4,000 sq. ft. showroom,** ensuring smooth day-to-day operations and a high standard of customer service.
- **Oversee all customer queries,** ensuring timely and effective resolution to enhance customer satisfaction.
- **Analyse and improve sales metrics,** including conversion ratios and average ticket sizes, to drive revenue growth.
- **Lead and manage the entire team,** providing guidance, support, and motivation to achieve sales goals.
- **Deliver comprehensive product knowledge training** to the team, enhancing their ability to assist customers effectively.



CONTACT

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EDUCATION

- **MBA, 2008 – Park Global School of Business**
Excellency.

PERSONAL PROFILE

- **Father's Name:** Alexander. A (Late)
- **Date of Birth:** January 14, 1985
- **Gender:** Female
- **Nationality:** Indian
- **Religion:** Christian
- **Languages Known:** English, Tamil, Malayalam
- **Marital Status:** Married
- **Computer Knowledge:** MS Office - Excel, PowerPoint & Word
- **Interests:** Music, Watching TV, Playing Shuttle
- **Strengths:** Strong in team building, with a positive attitude

COMMUNICATION ADDRESS

 Aanandham Flats, F-3, A Block, 1/122A, Paraniputhur Main Road, Periyapanicheri, Chennai – 600122. Tamil Nadu

- **Conduct regular training sessions**, daily briefings, weekly meetings, and monthly reviews to ensure team alignment and performance.
- **Develop and execute marketing activities** to increase showroom footfall and brand visibility.
- **Address and resolve customer complaints**, ensuring customer issues are handled promptly and professionally.
- **Ensure adherence to uniform policies, grooming standards, and the attendance and leave system** to maintain a professional environment.
- **Implement benchmark activities** to measure and improve performance against industry standards.
- **Coordinate with the merchandising team** to ensure optimal stock availability and effective product placement.
- **Manage damage control efforts**, including handling returns and assessing product issues.
- **Oversee the implementation and management of all registers and files**, ensuring accurate and efficient documentation.
- **Implement and maintain visual merchandising standards** to enhance the showroom's presentation and appeal.
- **Utilize SAP effectively** for inventory management, sales tracking, and reporting.
- **Manage manpower** by scheduling, delegating tasks, and addressing performance issues.
- **Handle security and housekeeping operations**, ensuring a safe and clean environment for staff and customers.
- **Achieve committed sales targets** and motivate the team to exceed performance expectations.

Ranjani Men's Wear / Store Manager - Chennai Ambattur (October 2020 – May 2022)

Responsibilities:

- **Driven Sales and Achieved Targets:** Successfully drove store sales and consistently met committed sales targets.
- **Managed Institutional and Promotional Partnerships:** Handled institutional business and established promotional tie-ups with schools, colleges, and corporate entities.
- **Team Training and Motivation:** Provided training and motivation to the team to enhance performance and meet objectives.
- **Conducted Internal Audits:** Performed internal audits of store inventory, cash, card transactions, and accounts.
- **Stock Management:** Collected stock requirements and placed orders with the buying team to ensure optimal inventory levels.
- **Visual Merchandising:** Executed visual merchandising in accordance with brand standards to enhance store presentation.
- **Market Analysis and Benchmarking:** Conducted market analysis and benchmarked activities to stay competitive.
- **Sales Review Meetings:** Organized and led weekly sales review meetings with team members to assess performance and strategize improvements.
- **Set Sales Targets:** Established day-wise and monthly sales targets based on store KPIs to drive performance.
- **Analysed Sell-Through Rates:** Regularly analysed sell-through rates and set category-wise and product-wise targets to address slow-moving and dead stock.
- **Prevented Malpractice:** Ensured adherence to store policies and practices to prevent any malpractice.
- **Maintained Stock Availability:** Ensured regular replenishment and 100% stock availability to avoid customer dissatisfaction.
- **Staff Engagement and Motivation:** Conducted staff motivation programs and team engagement activities to foster a positive work environment.

Lakme Beauty Salon /Store Manager - Chennai – T. Nagar (July 2018 – March 2020)

Responsibilities:

- **Managed Store Operations:** Oversaw daily operations of a 1500 sq. ft. salon in T. Nagar, ensuring smooth functioning and high standards.
- **Customer Engagement:** Welcomed and greeted customers, ensuring a positive and satisfying experience.
- **Customer Satisfaction:** Ensured customer needs and expectations were met, addressing any concerns promptly.
- **Employee Management:** Managed employee schedules and performance, fostering a productive work environment.
- **Service Excellence:** Ensured high levels of customer service and satisfaction, meeting and exceeding client expectations.
- **Inventory Management:** Monitored and maintained supply inventories to ensure adequate stock levels.
- **Financial Management:** Handled daily banking, cash, and card transactions, and managed petty cash and day-to-day expenses.
- **Profitability:** Ensured the salon's profitability through effective management and operational efficiency.
- **Target Setting:** Set performance targets for beauty therapists and monitored their progress.
- **Appointment Management:** Efficiently managed client appointments to optimize salon operations.
- **Demand Fulfilment:** Addressed and adapted to client demand to ensure service availability.
- **Issue Resolution:** Resolved guest complaints and issues professionally to maintain customer satisfaction.
- **Hygiene and Cleanliness:** Maintained high standards of hygiene and cleanliness within the salon.
- **Staff Training:** Identified training needs and implemented programs to enhance staff skills and performance.

United Colors of Benetton / Store Manager - Salem (February 2016 – May 2018)

Responsibilities:

- **Store Operations Management:** Oversaw all aspects of store operations to ensure efficient functioning.
- **Sales and Target Achievement:** Drove sales performance and consistently met or exceeded sales targets.
- **Team Management:** Managed the entire store team, providing leadership and guidance.
- **Profit and Loss Management:** Ensured profitable operations and effective management of P&L.
- **Training and Development:** Provided training on billing operations, report generation, sales techniques, customer service, and SOP implementation.
- **Daily Briefings:** Conducted daily "Sun Rise" meetings to review sales commitments, compliance, and coverage.
- **Target Setting:** Established and monitored daily and monthly sales targets for staff.
- **Weekly Reviews:** Conducted weekly reviews to assess performance and strategize improvements.
- **Visual Merchandising:** Implemented visual merchandising standards to enhance store presentation.
- **Marketing and Promotions:** Coordinated marketing activities and promotional tie-ups to increase store footfall.
- **Corporate Sales:** Generated sales through corporate accounts leveraging existing customer relationships.
- **Reporting and Feedback:** Prepared and submitted performance reports and provided feedback to the management.
- **Customer Service Excellence:** Ensured high standards of customer service to maximize satisfaction.
- **Stock Management:** Maintained 100% stock availability to prevent customer dissatisfaction and minimized stock discrepancies to less than 0.75% of total stock receipts per season.
- **Compliance and Integrity:** Monitored for any malpractice, promptly reporting issues to management.
- **Market Survey:** Conducted market surveys to stay updated on latest trends, prices, availability, and quality for benchmarking purposes.

Tony & Guy Essentials - Unisex Spa & Beauty Salon (May 2013 - April 2015)
Naturals – Anna Nagar - Parlor Manager (June 2011 – February 2013)

Responsibilities:

- **Store Management:** Oversaw daily operations of an 1800 sq. ft. store, ensuring smooth functioning and high customer satisfaction.
- **Customer Engagement:** Welcomed and greeted customers, providing a positive and attentive service experience.
- **Customer Satisfaction:** Ensured that customer needs were met and satisfaction was achieved through effective service.
- **Employee Management:** Managed employee schedules and performance, ensuring productivity and alignment with store goals.
- **Inventory Management:** Ensured that supply inventories were stocked according to requirements to avoid shortages.
- **Financial Management:** Handled daily banking, cash, and card transactions, including petty cash and day-to-day expenses.
- **Profitability:** Ensured the salon remained profitable through effective management and operational efficiency.
- **Target Setting:** Set performance targets for beauty therapists to drive productivity and service quality.
- **Appointment Management:** Managed client appointments efficiently to meet customer demands and optimize salon operations.
- **Client Demand Management:** Adjusted to client demand, ensuring timely and adequate service delivery.
- **Issue Resolution:** Addressed and resolved guest complaints and issues to maintain high service standards.
- **Hygiene and Cleanliness:** Maintained high standards of hygiene and cleanliness within the salon.
- **Staff Training:** Identified training needs and provided relevant training to enhance staff skills and performance.

Buddy Davis - A Division of Maral Overseas Ltd. (LNJ Bhilwara Group)
Department In-Charge / Cashier (February 2006 – March 2009)

Responsibilities:

- **Department Management:** Oversaw the Men's and Ladies' garments departments, managing staff and operations to ensure smooth functionality.
- **Cash and Card Handling:** Managed cash and credit card transactions, ensuring accuracy and accountability.
- **Sales Reporting:** Submitted daily sales reports and monthly sales reports, including stock statements, to the Store Manager.
- **Financial Management:** Handled petty cash, cash vouchers, and all registers, maintaining financial accuracy.
- **Purchase Coordination:** Submitted purchase requirements to the Store Manager to ensure adequate stock levels.
- **Stock Management:** Sent damaged and slow-moving stock to the Head Office in Delhi for further action.
- **Customer Interaction:** Engaged with customers to promote store promotions and provide product knowledge.
- **Visual Merchandising:** Implemented visual merchandising strategies to enhance store presentation and attract customers.
- **Sales Achievement:** Achieved sales targets and motivated the sales team to exceed their goals.
- **Customer Conversion:** Enhanced sales performance by converting customer inquiries into profitable sales.
- **Stock Maintenance:** Maintained stock levels and handled product-related issues and alterations.
- **Product Knowledge:** Provided detailed product knowledge for both Men's and Ladies' garments.

Achievements: Joined as a Sales Executive and promoted as a department In-Charge

I hereby declare that the information provided above is true and accurate to the best of my knowledge and belief.

Place: Chennai

Signature

Date:

(ANCY.A)

