




 **SM FARRUKH ALI**

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## PROFESSIONAL SUMMARY

Dedicated retail professional with over 7 years of progressive experience managing high-volume, large-format stores and retail teams in the fashion and lifestyle industry. Strong track record of improving store performance, training high-impact teams, and delivering exceptional customer experiences. Known for driving KPIs, reducing shrinkage, and ensuring operational consistency across retail locations. Adept in inventory control, SOP compliance, and sales strategy execution.

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## PROFESSIONAL EXPERIENCE

### Area Sales Manager

*Red Tape Ltd., Delhi & NCR | June 2022 – Dec 2024*

- Oversaw operations across multiple large-format retail outlets (4500+ sq. ft.) in high-traffic zones.
- Supervised store managers, analyzed sales trends, and drove footfall-to-conversion improvements.
- Audited inventory accuracy, optimized floor planning, and implemented SOP checklists.
- Facilitated new store launches, team recruitment, and weekly skill development workshops.
- Enhanced visual merchandising and brand compliance, resulting in improved store aesthetics and customer experience.

### Store Manager

*Red Tape Ltd., Delhi (Ansal Plaza & Jail Road) | June 2020 – May 2022*

- Managed full P&L responsibility, staffing, merchandising, and customer service operations.
- Led a team of 12+, coached them on upselling and engagement strategies.
- Maintained monthly sales goals and achieved consistent YoY growth through event-led campaigns.
- Controlled inventory and shrinkage through daily cycle counts and compliance monitoring.

### **Cafe Assistant**

*Sugar & Spice India Pvt. Ltd., New Delhi | June 2020 – May 2020*

- Assisted in day-to-day café operations including order handling, hygiene, and service quality.
- Provided support during staff training and ensured adherence to service protocols.

### **Kiosk Manager**

*Kimmaaya Beverages Pvt. Ltd., New Delhi | July 2018 – March 2019*

- Managed kiosk operations, inventory stocking, and cash handling independently.
- Improved customer loyalty through consistent service and upselling techniques.
- Trained team members on product features and cleanliness standards.

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## **EDUCATION**

### **Bachelor's Degree in Hotel Management**

Ashok Institute of Hospitality & Tourism Management (ITDC) | 2013 – 2017

**Higher Secondary (12th)** – Jamia Board | 2012

**Secondary (10th)** – Jamia Board | 2010

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## **CORE SKILLS**

- Retail Operations & Team Management
- KPI & P&L Management
- Customer Experience Optimization
- Visual Merchandising & Display Strategy
- Inventory Control & Shrinkage Management
- Store Audits & SOP Compliance
- MIS/DSR Reporting & Sales Forecasting
- Staff Hiring, Training & Leadership
- Microsoft Excel (Pivot Tables, VLOOKUP)
- POS & CRM Software

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## **RETAIL EXPERTISE**

- Managing operations of 4500+ sq. ft. high-volume outlets
- Launching and scaling retail stores across urban locations
- Driving footfall conversion and reducing stock wastage
- Implementing staff incentives, R&R, and performance reviews
- Coordinating with buying teams for timely product rotation

- Building customer relationships and handling escalations
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#### KEY RESPONSIBILITIES IN RETAIL

- Lead store operations, merchandising, and revenue generation
  - Drive weekly team performance through planning and coaching
  - Analyze product movement and plan layout adjustments
  - Maintain visual compliance and audit documentation
  - Resolve customer complaints and reduce churn rate
  - Create monthly business review reports (DSR/MIS) for leadership
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#### TECHNICAL PROFICIENCIES

- Microsoft Excel (Advanced Formulas, Pivot Tables, Charts)
  - POS Systems (Retail Pro, Ginesys, Shopify POS)
  - CRM Platforms & Stock Reporting Tools
  - MS Word, PowerPoint
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#### ADDITIONAL INFORMATION

**Date of Birth:** July 20, 1993

**Languages:** English, Hindi, Urdu

**Marital Status:** Married

**Nationality:** Indian

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#### INTERESTS

- Exploring fashion and retail trends
- Travel and market research
- Music and team-building activities