

# **PERSONAL PROFILE**



Sankar jyoti Barman

Email: barmansankarjyoti@yahoo.com  
Contact No: 08253972341

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## **STATEMENT OF OBJECTIVE**

Find employment with an Educational Institute, where I will get opportunity to share my skills and acquired experience will be an asset which will help the students to grow & develop their career in future

## **WORK EXPERIENCES:**

### **Jagiroad College, Jagiroad, Assam ( Since July 2015 to till date)**

**Role: Assistant Professor (B.Voc, Retail Management)**

#### **Responsibility**

- ❖ Taking care of all the major subject of Retail Management, B.Voc Degree
- ❖ Student strength is around 58( 1<sup>st</sup> SEM)
- ❖ Tied up with the National and International brand like, Vishal Mega Mart, Bata India Ltd, Land mark Group( Max life style) and many more on process like Reliance, Pantaloons Etc
- ❖ Taken all the student for filed visit and Given then certificate from the international organization
- ❖ Different type of initiative has done for the student development, So that student will get more confident
- ❖ I believe that Earn while you learn concept, So trying to provide part time Job to the student atleast the student will get on job training as well as earn the money

### **Assam Downtown University ( Since August 2013 to till date)**

**Role: Visiting Faculty (Retail & Hospitality Management)**

#### **Responsibility**

- ❖ Taking class for MBA and BBA on weekly basis
- ❖ Strength of the class would be around 40-45 no's

- ❖ Taking care of a subject like Retail Management, Hospitality Management and Strategic Management
- ❖ Providing real life experience by taking them to different industry
- ❖ Giving special focus to the development of soft skills

## **CORPORATE EXPERIENCE IN CORE RETAIL SECTOR**

**Vishal Mega Mart ( Airplaza Retail Holding Pvt Ltd – 01/02/2013- Current**

**Role : Assistant store Manager**

### **Responsibilities:**

- ❖ Finance Achievement of Targeted ABP,
- ❖ Gross Margin and SPSF
- ❖ Other Source of Income SOH, SIS
- ❖ Increase margins and minimize expenses
- ❖ Control inventory level and shrinkage
- ❖ Achievement of Targeted EBITDA
- ❖ Customer Service
- ❖ Stores to look as per guidelines
- ❖ Ensure that sales team meets customers need
- ❖ Achieve targeted ATS and Conversion
- ❖ Mystery Shopping Findings and Improvement
- ❖ Focus on Customer loyalty program and business volume
- ❖ Internal Business Process
- ❖ Monitor sales figure/ inventory planning
- ❖ 100% SOP Implementation and Adherence by team
- ❖ Ensure Negative Inventory Control
- ❖ Taking care of square fit almost 42,000
- ❖ Monthly business turnover around 3.5-4 cr
- ❖ Handling a team of almost 6 managers, 160 sale staff and 25 others man power
- ❖ People/ Learning & Growth
- ❖ Control Attrition
- ❖ Product knowledge, brand differentiation
- ❖ Recognize and develop talent
- ❖ Functional and behavioral training
- ❖ Mentor sales assistance through training and career planning
- ❖ Update category and store associates on latest development in new product/brands and presentation/selling technique

**Pantaloon Retail (India) Ltd. ( Aditya Birla Group) – 01/08/2011- 30/01/2013**

**Role : Department Manager:**

## **Responsibilities:**

- ❖ Giving training to the team of 42 members
- ❖ Setting the target in daily basis, weekly basis and monthly basis in different parameters
- ❖ Provide an appropriate planning and suggestion to achieve the target
- ❖ Solving the different issues of customer and team staff
- ❖ An effective display of different product at different location to move faster
- ❖ Keeping store hygiene and maintenances
- ❖ Handling a square fit of 2652
- ❖ Managing a stock of around approx 30,000
- ❖ Providing training to the MANAGEMENT TRAINEE who came from the management colleges ( A PROJECT GIVEN BY HO)
- ❖ Identify the reasons for the fast mover, slow mover products and need to provide the appropriate suggestion to the HO
- ❖ Giving presentation to the corporate to get the awareness about the PRODUCT OFFER & LOYALTY PROGRAM
- ❖ SWOT analysis of new store with the Project team
- ❖ Done store opening and closing

## **EDUCATION:**

- ❖ **Completed MBA in Retail management from Future innoversity, Bangalore at score of 67 % (2010-2012)**
- ❖ **Completed B.Sc( Bio-technology) from East Point College of Higher Education, Bangalore at score of 65 % (2007-2010)**
- ❖ **Pursuing Post Graduate Diploma in Human Resource Management from Tezpur University, Tezpur in distance mode**

## **MY ACHIEVEMENT:**

- ❖ Best Manager awarded by Pantaloons Retail India Ltd
- ❖ Certified by the Retailers Association of India for Excellence in Store Operations (ESO)
- ❖ Store Guru Skills-Level-1 completed at Pantaloons Retail India Ltd
- ❖ ACE One Skills Level Training completed at Vishal Mega Mart
- ❖ Shrink School Training completed at Vishal Mega Mart
- ❖ Best Trainer at Vishal Mega Mart, 2013-2014
- ❖ Maximum training conducted by me in the North East Region
- ❖ Winner of Word Hunt in the inter college festival

## **MBA(Retail Management) Projects:**

### **1<sup>st</sup> SEM Project:**

#### **Winter Project: Business Expansion through New Product Development**

- ❖ Designed a new product and collected the review of the customers through customer's survey.
- ❖ Analyzed using the SWOT and PEST analysis.

### **2<sup>nd</sup> SEM Project:**

#### **Minor Summer Internship Project – At Central, Bangalore**

##### **Impact of Promotional Activities on Business**

- ❖ Done in store activities for the John Millar Brand
- ❖ Catalog distribution to the nearest society
- ❖ Sales analysis before the promotion and after the promotion
- ❖ Signage's and display management
- ❖ Collect the feedback from the customer and send the report to the management

#### **Major Summer Internship Project- At Big Bazaar, Bangalore**

##### **Understanding The Modern Organized Retail Environment**

- ❖ Study about the different type of Modern organized retail store
- ❖ Different type of fixture, planogram use in Modern Retail out let
- ❖ Study the product hierarchy and different department in one store
- ❖ Study the Management hierarchy and the different level of Employee

### **3<sup>rd</sup> SEM Project:**

#### **Minor Project: Form to Fork (A Supply Chain Process)**

##### **Café Coffee Day Manufacturing Unit – ABC Ltd, Chikmagalur**

- ❖ Study about the coffee growing process
- ❖ Coffee Beans collections and Powder Processing.
- ❖ Distribution Channel to different outlet.

## **Major Project: Impact of Customer Loyalty Program and Different Promotional Strategy**

### **Pantaloons Retail India Ltd, Bangalore**

- ❖ Study the different type of Customer loyalty Program in Pantaloons
- ❖ Different promotional strategy throughout the year
- ❖ Impact of different parameters of day to day business
- ❖ Satisfaction level of loyal customer for different type of promotion

### **4<sup>th</sup> SEM Project:**

#### **Minor Project :Understanding Consumer Preference for Coca Cola –**

##### **At Big Bazaar, Bangalore**

- ❖ Total understand why a consumer would like to buy a cola drinks.
- ❖ Customer survey through questionnaire.
- ❖ Analysis through the hypothesis.

#### **Major Project: Impact of Visual Merchandising and Product Highlight**

- ❖ Understand the Merchandise Display in Different type of Fixture, Gondola & Mannequins
- ❖ Strategy behind the Merchandise Display in different season
- ❖ Cross promotional Activities and Upsaleing of Merchandise by the effective Display Management
- ❖ Value addition of product by the Visual Merchandising