



ASHISH KUMAR MISHRA

Regional / Zonal/Area Sales Manager

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Date of Birth: 2nd June 1986



With a dedicated history in the retail and operations sectors, I am eager to contribute my expertise in sales management in **Retail/FMCG retail/QSR/Coffee retail**, team leadership, and strategic planning to a **Regional/Zonal Sales/Area Manager** role. My passion for driving business growth and fostering a collaborative culture aligns with the mission to enhance operational efficiencies and profitability. I am committed to leveraging my experience in **optimizing P&L**, steering store performance, and spearheading training programs to deliver exceptional results, affirming my alignment with the vision of the organization.

Professional Summary

- Led 25-store operations with 200+ team members, driving performance and strategic growth.
- Expertise in P&L management, enhancing profitability through meticulous financial oversight.
- Proven track record in sales growth, achieving top performance in nationwide rankings.
- Managed key projects including **New Store Openings (NSOs)** and layout reorganizations.
- Skilled in content development and training delivery, fostering employee development.
- Negotiated with stakeholders to secure prime business locations and execute promotions.**
- Developed and implemented innovative business strategies to drive market expansion.**
- Created operational training programs, enhancing team efficiency and service quality.
- Launched initiatives to control COGS, increasing asset effectiveness and profitability.
- Resolved complex challenges by fostering teamwork and implementing effective solutions.

Career Timeline

Jun 2023 - Present	Area Operations Manager-Offline Business Lenskart Solutions Pvt Ltd-Mumbai
Mar 2022 - May 2023	Market Manager-Value format Reliance Retail Ltd-Grocery Format (Madhya Pradesh)
Aug 2016 - Feb 2022	Business Manager to City Head (Acting Regional Head) Barista Coffee Company Ltd.
May 2014 - Jul 2016	Multi Units-Store Manager Tim Hortons-UAE
Sep 2012 - Dec 2013	Area Manager Barnie's Coffee (Barn Café)-Saudi Arabia
May 2010 - Aug 2012	Store MANAGER Gloria Jean's Coffees (Delhi-NCR)
Jun 2006 - Mar 2010	Team to Assistance Store Manager Costa Coffee (Delhi-NCR)

Work Experience

Jun 2023 - Present

Soft Skills

- Communication
- Teamwork
- Leadership
- Problem-Solving

Certifications

- Advanced Diploma in MS Office, Outlook usage.** (SkillNation - 2024)

Education

- MBA in HR & Finance
Rabindranath Tagore University
2024
- Master's in arts. (English Literature)
Kanpur university
2012
- Graduate
Kanpur University
2010
- Passed 10+2 from science stream
Allahabad board
2005
- Passed 10th
Allahabad board
2001

Languages

- Basic Arabic
- English
- Awadhi
- Hindi

Hobbies

Strategic board games (demonstrating analytical and problem-solving skills)

Volunteering at local community events (reflecting leadership and community engagement)

Teaching

Achievements

- Spearheaded the expansion of Gloria Jean's Coffees in Delhi-NCR, opening

Area Operations Manager-Offline Business

Lenskart Solutions Pvt Ltd-Mumbai (Mumbai)

Led multi-store operations and team development, ensuring operational excellence and strategic growth initiatives.

- **Managed 33 stores, mentoring 3 Cluster Managers & 3 Cluster Optoms with a team size of 200+ and a business portfolio of Rs.13 Crs.+ Avrg/Monthly.**

- Ensured the sales metrics and Operational Matrics are maintained as per the national average for these set of KPIs.
- Involved in NSO with Team BD and ensured we open at least 3 stores monthly.
- Worked closely with HRBP & all support teams to drive business balance.
- Conducted business meetings and presented the opportunity area and ensured the broken pieces are fixed on priority.
- Active in recruitment, training, and implementing layout changes.
- Leading the Key Stores for the brand in the city of Mumbai.
- Effective drive over NPS and customer obsession to ensure the repete of the brand is intact.
- **Led Tele-Optometry, and Eye Tests to FF projects for 128 stores in Mumbai.**

Achievements:

- Streamlined store operations resulting in increased efficiency
- Mentored Cluster Managers leading to enhanced team performance

Mar 2022 - May 2023

Market Manager-Value format

Reliance Retail Ltd-Grocery Format (Madhya Pradesh)

Directed market-wide sales initiatives and profitability strategies, while overseeing operational excellence and team leadership.

- **Managed end to end 22 stores across 13 cities in MP with a head count of 1200+ with direct reportee of 15.**
- **Oversaw P&L with a bandwidth of 160 Crs annually.**
- Drove sales, ensuring profitability for all stores.
- Prioritized KPIs
- Implemented ARS in line with Smart Merchant for better fulfillment rate at the Market and thus lesser Markdown throughput.
- Supervised 'JioMart (online)' operations in line with SLA(48 Hrs) guidelines with a fully filled rate of 98%.
- Managed 3 SmartNet stores (Jio fulfillment centers) in different geographies with daily order delivery of about 3000+ orders.
- Insured All Pls in the Market stands below0.40% of Net revenue at max stores during the tenure.
- Led mystery audits & Ops Excellence cards for all the store in line with strategical guidance to all SMs.
- Was closely associated in VM implementation as per the season and festivities.
- Had worked closely with store managers to increase the tonnage of F&V and daily essentials and made this category as one of the most profitable one in the state of MP.
- Trained and groomed 8 People to become the Leaders and eventually lead the stores each spanning about 20000+ SqFt of Area.
- Achieved significant sales growth across multiple stores
- Successfully implemented ARS leading to improved store performance

Achievements:

- Achieved **No.1 Market Manager Award** in the Ops Excellence for the month of April 2023 in Pan India.
- Operated the Market with least attrition of 8% annually.
- Had played significant role in promoting 8 Store Managers and 26 Department Managers with 40% ratio of Female staff in it.

Aug 2016 - Feb 2022

Business Manager to City Head(Acting Regional Head)

Barista Coffee Company Ltd. (Mumbai, Maharashtra)

Managed regional operations with a focus on profitability, cost management, and strategic business development.

- Was looking after the business of 42 units based out of **Maharashtra, Gujrat and Goa.**
- Managed and front-end team 5 Area Managers, entire support function, MIS, IT, Supply Chain, Projects and infra team with a complete workforce of 300+ people.
- Maintained **zero base & P&L** for cafe's and downloading the same to the store leads.

seven stores and consistently exceeding sales targets.

- -Achieved 100% Operations Excellence in Pan India at Reliance Retail, showcasing exceptional leadership and operational acumen.
- Participated in the "Barista of the year 2008" competition for Costa Coffee.
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- Reviewing the COGS (cost of goods sold) of All stores in the territory and working closely with the Area managers to find gaps and make sure the store runs with in the preset set budgeted COGS.
- Scouting out new locations in the market to expand territory unit nos and expanded the total nos of stores from 17 to 42 in the Covid Times.
- Weekly & Monthly business review with Area managers and subsequently all the support functions while with focus to close the minutes of meeting at the earliest by delimiting the tasks as per the priority needs.
- On floor training & business liaising with existing customers for bulk deals.
- Store checks & planograms check.
- Weekly roster review of the store(s) as per manpower matrix of the store.
- Reviewing the Daily Sales Report on daily basis and weekly review of the same against set budget.
- Executing the promotions and tracking them as per set guidelines of the brand and alliance.
- Driving the training activities for the stores in order to maintain and upkeep the balance within the team and groom the team for next level top of Form
- Rolling out the new products as per the seasons in the market and ensure them to taste the success basis the effective follow ups and execution.

Achievements:

- Identified and established new profitable locations in Mumbai, Pune and Goa.
- Launched the virgin cities to increase the foot prints of the brand in the cities like Amravati, Aurangabad, Anand(GJ), Belagavi & Rajkot.
- Elevated overall regional business performance through strategic initiatives.
- Launched the Goa Market independently.
- Reduced the costs by relocating some high rental stores into different locations within the same locality.
- Saved additional revenue during the Covid for the brand by ensuring all the fixed rentals go in the Minimum Guarantee/Sale revenue at all locations we operated under my leadership.

May 2014 - Jul 2016

Multi Units-Store Manager

Tim Hortons-UAE

Orchestrated operations and performance goals for flagship stores, ensuring top-tier results and operational efficiency.

- Managed day-to-day operations for 10 flagship stores
- Achieved KPIs
- Conducted monthly meetings
- Established sales targets
- Tracked asset effectiveness
- Ensured controlled COGS

Achievements:

- Consistently achieved and surpassed KPI targets
- Implemented effective sales strategies, leading to revenue growth

Sep 2012 - Dec 2013

Area Manager

Barnie's Coffee (Barn Café)-Saudi Arabia

Championed customer service excellence and financial turnaround of F&B operations, while managing a high-performing team.

- Managed 8 drive-thru stores
- Ensured total quality guest satisfaction
- Converted F&B retail operations into financial profitability
- Directed team delivering top quality food & beverage products

Achievements:

- Successfully transitioned stores to financial profitability
- Cultivated a culture of exceptional guest service, enhancing brand reputation

May 2010 - Aug 2012

Store MANAGER

Gloria Jean's Coffees (Delhi-NCR)

Spearheaded the launch and operational success of new stores, driving sales and maintaining high standards of operation.

- Opened seven stores in Delhi-NCR
- Coordinated with licensing consultants
- Hired team
- Achieved sales targets
- Maintained cleaning and hygiene standards
- Maintained P&L summary

Achievements:

- Successfully launched multiple new stores, exceeding initial sales projections
- Implemented rigorous standards for store cleanliness and hygiene, receiving commendable feedback

Jun 2006 – Mar 2010

Team to Assistance Store Manager

Costa Coffee (Delhi-NCR)

Supported store management and operational excellence, contributing to sales growth and team leadership.

- Assisted in overseeing daily operations
- Provided leadership to staff
- Managed inventory
- Contributed to sales and marketing efforts
- Ensured compliance with health and safety standards

Achievements:

- Played a key role in operational improvements, leading to better efficiency
- Enhanced sales and marketing tactics, resulting in increased customer engagement

Passport No. **77297676**

Valid Upto: **09/07/2033**

Saudi Arabia Driving License