Vikram Choudhary

Retail Store Manager

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PROFILE

Retail store manager with 9 years in apparel and lifestyle retail, currently running a 4,500 sq ft store with 22 staff and annual sales of Rs 11 crore. Grew sales by 16% in the last year, reduced shrinkage from 1.4% to 0.8% and lifted customer satisfaction scores to 4.6 out of 5. Looking for a cluster or larger format store manager role.

EXPERIENCE

Store Manager, Kestrel Lifestyle Retail Pvt Ltd — Sep 2020 – Present
Jaipur, India

- Manage a 4,500 sq ft store with 22 staff and annual sales of Rs 11 crore, delivering 16% growth last year.
- Set daily and monthly targets by department and coach the team through morning huddles and floor reviews.
- Reduced shrinkage from 1.4% to 0.8% with weekly cycle counts, tag checks and entrance monitoring.
- Raised average basket value by 12% by training staff on add-on selling and visual displays.
- Plan rosters, leaves and festive season hiring, filling 15 seasonal positions without losing service quality.
- Handle customer escalations and lifted store satisfaction score to 4.6 out of 5.
- Review the weekly sales report with the area manager and agree action plans for slow moving categories.
- Control store expenses such as power, housekeeping and packing, staying within budget for 11 of 12 months.

Assistant Store Manager, Northwind Retail — Apr 2017 – Aug 2020
Udaipur, India

- Supervised 14 sales associates and 3 cashiers across two floors and cleared stock replenishment within 2 hours.
- Led visual merchandising for festive launches and increased footfall conversion from 18% to 24%.
- Managed monthly stock audits with variance below 0.5% on 4 out of 6 audits.
- Trained 9 new associates on POS billing, returns policy and product knowledge.
- Handled customer returns and exchanges within policy and kept complaint closure under 24 hours.

Sales Associate, Sahyadri Departmental Stores — Jun 2015 – Mar 2017
Jaipur, India

- Met sales targets in 18 of 21 months and promoted to team lead in the second year.
- Handled billing, returns and customer queries on busy weekends.

SKILLS

Store operations
Team leadership
Sales planning
Inventory control
Visual merchandising
Shrinkage control
POS systems
P&L basics
Customer service
Rostering
MS Excel

LANGUAGES

Hindi	Native
English	Fluent
Marwari	Native

STORE PROFILE

Current store, Kestrel Lifestyle Retail, Jaipur 2020

- Format: apparel and lifestyle, 4,500 sq ft, two floors, 22 staff in two shifts.
- Sales: Rs 11 crore a year, rank 1 of 28 stores in the North Zone in 2024.

EDUCATION

MBA, Retail Management, Mody University 2013 – 2015
Lakshmangarh, India | 7.4 CGPA

B.Com, University of Rajasthan 2010 – 2013
Jaipur, India | 68%

AWARDS

Best Store of the Year, North Zone, Kestrel Lifestyle Retail Apr 2024
Ranked first among 28 stores for sales growth and service score.