



PROFILE

Franchise Head & New Project Roll-Out, Property Acquisition, Visual Merchandiser

Results-driven professional with years of experience in both accounting and real estate fields. The unique combination of detail orientation, financial acumen, and interpersonal skills. Utilize my talents for an organization offering growth potential in a challenging, professional, and forward-moving environment. Maintain relationships with key position holders of existing and prospective clients and maintain rapport with internal departments like ND, Roll-out, Sales, Legal, and Marketing strategy with a long-term perspective to achieve client satisfaction.

Highly Creative Responsible for the visual representation of the store, In and out Merchandise maintenance, and Order as per sale. I believe visual merchandising affects the floor and back store too, for enhancing the capacity to build a strong business.

CONTACT

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OTHERS

GENDER:

Male

NATIONALITY:

INDIAN

HOBBIES

Styling
Photography
Traveling & Music

D.FRANCIS XAVIER

Sr. Manager Business Development in Retail, Start-Up Expansion, Franchising, New Property Acquisition, NSO Projects & Visual Merchandiser

EDUCATION

DR. C.V. RAMAN UNIVERSITY OF PROFESSIONAL STUDIES

1997

Graduation with a Bachelor of Business Management

DELHI ACADEMIC COUNCIL FOR HIGHER EDUCATION

1994

Completed Higher Secondary education (12th)

ST. ANTHONY'S HIGH SCHOOL

1992

Completed Secondary education (10th)

WORK EXPERIENCE – 19 YEARS

KBROS Aristo (P) Ltd.

2nd May,'22- 8th Dec,'22

Head of Franchise Network

[Pan India, Russia, and the CIS]

Royalook Incorporation (P) Ltd

8th Sep,'20 – 31st Mar,'22

Manager Property Acquisition

[South & West]

Future Group

17th July,'08 – 31st May,'19

Visual Merchandiser Manager

[NEW PROJECT ROLL-OUT]

- ☑ Awarded best VM Manager 17-18 in India
- ☑ Best Innovative Display in 2016
- ☑ Best Store Award Food Hall Bangalore 2016
- ☑ Best Store Big Bazaar Malad 2015
- ☑ Best Performer (B2B) 10-store launch in south 2013

Auto-Graphics Digital

1st July,'07 – 1st July,'08

Project Head [Planning & Execution]

TATA SKY

1st February,'07 – 30th June,'07

Coordinator Vendor Management

EFFXX INC

14th Feb,'04 – 15th Jan,'07

Production Manager

KEY SKILLS AND COMPETENCIES

- ☑ Have Experience working with more than 30 team members.
- ☑ Experience with space for visual planning within the retail area.
- ☑ Achieving business objectives by delegating visually.
- ☑ Very keen on the visual balance and so oftechnical balance.
- ☑ Possess graphic designing skills and experience in window décor simulations and special window concepts.
- ☑ Responsible, self-motivated, strong in leadership and problem solving
- ☑ Visionary knowledge, creative, and up-to-date on current style trends
- ☑ Strong organizational and operational skills
- ☑ Excellent communication and presentation skills
- ☑ Lead by example acts professionally, demonstrate respect
- ☑ Travel 60%

COMPUTER SKILLS

- Corel Draw Graphics
- Photoshop
- Microsoft Office
- Microsoft Excel

COMMUNICATION SKILLS

- Speak, Read and Write: Fluent in English, Kannada, Hindi
- Speak: Fluent in English, Hindi, Tamil, Kannada, Telegu & Malayalam

ON-THE-JOB EXPERIENCE

Organization : KBROS Aristo India Ltd
Position : Head of Franchising Network & Project Rollout
Duration : May 2022 – Dec 2022
Area : Pan India, Russia, and the CIS.

Aristo is a leading manufacturer & supplier of wardrobe shutters, furniture & aluminum profiles. Our global presence panning across 14 countries (including Russia, Europe, China, India, USA, New Zealand, UAE, Kazakhstan, Azerbaijan, Bahrain, Qatar & more).

Our strategic vision is to become a leading manufacturing & wholesale enterprise in India, Sri Lanka, and Bangladesh for the sale of sliding doors, interior partitions & shelf systems.

Job Responsibilities: -

- Expansion via new franchise signups for the Assigned region
- New Store Projects coordination for a timely store launch
- Store launch and hand over to operations team
- Drive and motivate the team to Identify & appoint franchisees as per the annual expansion target.
- Achieve targeted revenue growth.
- Negotiates franchisee term sheet and closure of agreements of franchisee outlets.
- Property & location identification and negotiation.
- Provides support, consultation, analytical insight, and assessment to franchise partners to build profitable sales.
- Provides support to franchisees to ensure successful store launches and/or store projects.
- Provides timely and constructive feedback for performance improvement. Recognizes and celebrates franchise partner accomplishments and contributions.
- Prepare franchise training modules for coaches and mentor new franchise partners.
- Documents and reports critical incidents and franchise issues.
- Relationship management with existing & new franchises

Key Responsibilities:

Determination of the concept and format for the development of the retail network direction (including business planning and budgeting).

Creation, economic, and marketing substantiation of business formats of franchising with "O". Development of methodological materials (step-by-step algorithm) for the successful business of the franchisee (partnership agreement, a guide to action, brand book, etc.)

Determination of the effectiveness and preparation of an advertising campaign for promotion and positioning (target exhibitions, publications, online advertising, design conferences, etc.)

Search for potential customers (B2B), negotiate at the level of decision-makers and business owners, and project implementation. Operational management of existing franchisees in terms of sales standards, dynamics, assortment, merchandising, sales and marketing campaigns (50 stores).

Formation of the department, selection of employees, and the definition of functional duties. Coordinating and supervising the work of department staff

Development and application of marketing tools within the project

Development and implementation of a sales discount system that motivates positive sales dynamics. Bearing full responsibility for all sales performance indicators of the direction (accounts receivable, sales (dynamic and statistical component), development (extensive and intensive development paths).

Organization and participation in exhibitions, conferences, and other targeted events.

Building a network of franchise stores in Russia and the CIS.

At present managing 400+ Dealers across South

Organization : Royaloak Incorporation
Position : Manager Property Acquisition & Franchise Development [South & West]
Duration : 8th September 2020 – 31st March 2022
Area : South & West

Skills set:

- Good understanding of the potential micro markets in the assigned region and hence able to identify appropriate opportunities for the organization.
- Good understanding of local zonal regulations and statutory norms and their implications on the development potential of respective opportunities.
- Good understanding of revenue and title-related issues in the region and therefore identify viable opportunities
- Basic understanding and computation of financial viability
- Reasonable understanding of a typical Warehousing project life-cycle vis-a-vis timelines and processes involved.
- Responsible for the sales process from initial solicitation through contract completion, including identifying and sourcing prospective new franchisees, pipeline maintenance, and adherence to sales processes.
- Must passionately represent the brand(s) and be able to ethically coach prospects through the discovery process, financing resolution, and market development.
- 12+ year experience in real Estate acquisition and Leasing Roles.

Key Responsibilities:

- Open Outlets Pan India.
- Initial Contact with prospects.
- Be the Brand Ambassador for all brands represented.
- Proactively identify land opportunities in the defined region through a variety of means such as broker network, detailed mapping of the potential regions, tracking upcoming land banks of corporate organizations planning to leverage their Industrial Real Estate, networking with possible alliance partners, etc.
- Shortlist sites that adhere to the organization thresholds defined across the appropriate business model viz. outright purchase/ JD/Long lease.
- Visit shortlisted sites to examine the complexities at the site and location-specific dynamics. Understand the land and its potential. Prepare a preliminary site report.
- Undertake preliminary steps of due diligence such as review of documentation, conversion status, land use, verification of revenue documents, access-related concerns, etc.
- Evaluate the FSI / TDR eligibility, catchment analysis, and target group understanding and hence arrive at the realization potential, lease rate & velocity, etc.
- Based on the above undertake back of envelope financial analysis to understand viability.
- Subsequently provide the required information for detailed financial analysis.
- Initiate first-level discussions with potential partners/land owners.
- Coordinate between different stakeholders within the organization and internally drive the deal to ensure the completion of definitive agreements within the stipulated time.
- Proactively building a network of Brokers, Property Consultants, Land Owners, Land Procurement Agencies, Partners/ Collaborators, Local Authorities, Architects, Valuation Agencies, Environment Consultants, Surveyors, etc.
- Create and maintain a database of lost, current, and upcoming opportunities.
- Track activities of competitors to get strategic and first mover advantage.
- Ensuring timely closure of the agreements with the legal and property owners.
- Ensure to achieve Company's Growth Plan and Objectives.
- Planning the retail projects in the International, Urban and Rural markets as per the Business plan.
- To understand and identify trade areas where we need to open outlets and maintain a rolling pipeline of secured sites.
- Tap Business opportunities of increasing the reach and penetration thru diff via retail tie-ups and different formats of outlets.
- Track Upcoming developments & create a pipeline, Catchment analysis, Competition study, and feasibility study of the Property.
- Market Mapping Survey of New Potential locations.

Organization : FUTURE GROUP
Position : Manager Property Acquisition & Visual Merchandiser [New Projects Roll-out]
Duration : 17th July,'08 - 31st May,'19
Area : SOUTH REGION (KA, KER, TN, AP & TS, Goa)

Property Acquisition Management: -

Key Responsibilities:

- Ensure adherence to lat long and scout the properties accordingly with all the technical aspects covered within the site.
- Liaise with various real estate agents from time to time to source properties.
- Conduct analysis of rentals in the given area and ensure that sourced property rentals are lesser / at par with market rates when finalizing properties.
- Screen all the property documents before shortlisting and proposing the property.
- Collect and do the first round of checks for all the paperwork and documentation for the new property before sending it to the legal team for due diligence.
- Ensure prompt responses to queries/concerns raised by the legal team thereby clearing doubts and providing additional documents if required.
- To ensure all agreements are registered within 15 days of signing the location.
- To keep a track of all licenses required for all properties to maintain a database and constantly follow up with the landlords for the required documents which are mandatory for the licenses.
- Check the lease deed agreements and ensure all the details mentioned in the term sheets are captured before getting it signed.
- Liaising between landlords and projects team to ensure the construction process happens smoothly.
- Regular meetings with the landlords to ensure a healthy working relationship. Addressing their concerns to the different departments (Project/Finance/ VM/Facilities etc.) so that operations are not hampered.
- Help and support the core facility team to ensure all the facilities vendors like DG, Gas Vendor, and Security & House Keeping are sourced and approved.
- Visit on regular basis and check on aspects like asset handling, and property management and brief the facility executive accordingly.
- Ensure the project team on LL (Landlords) scope of works completed within the agreed timelines and continue supporting the project team in all aspects till the project completion.
- Ensure Support to maintenance in terms of addressing the issues arising out of the running project and seeking help from Project/ maintenance/ facilities to resolve the concerns on priority.

Visual Merchandiser [New Projects Roll-out]: -

Duties: -

- Ensuring VM guidelines and Docket Implemented as per VM Manual and POG guidelines.
- Define, design, and implement a creative visual merchandising strategy throughout the city as per the docket.
- Create appealing and eye-catching visual displays that lead the customer through the entire store.
- Identify key messages and set a clear image of the Brand as per urban habitat.
- Communicate the requirements and share feedback on merchandise and customer profile with the head merchandisers
- Act in alignment with the organization's culture, products, image, and target market.
- Research lifestyle, demographics, and design trends
- Conversion to be tracked and analyzed on monthly basis for all the categories
- Evaluation of promotion/best deals and initiatives in the store.
- Monitor costs and work within the budget.
- Complete the cost sheet to be filled for the given stores.
- Reassessing the current vendor in terms of service timelines and cost-effectiveness.
- New Vendor enrolment process to be followed.
- Implementation and maintenance of Plan-o-gram at all times.
- Reporting to regional VM and HO on the display status and Plan-o-gram.
- Daily maintenance of the checklist and monthly visit calendar to be published.
- Monthly report -upload window/ promotion/ signage images and mannequin styling snaps to be shared with Zonal Head
- Mannequin list to be maintained and repaired as per the requirement.
- Training of VM representatives in each store launch.
- Change displays to promote new product launches and reflect festive or seasonal themes.
- Giving training to the whole region on VM standards and seasonal updates every season.

- Produce window displays, signages, interior displays, floor plans, and special promotions displays in the region while altering the requirements of specific stores.
- Handling Store Visual merchandisers and helping them for resolving store-particular issues in terms of merchandise and market requirements.
- Store visits throughout the eastern region and implementing brand standards with respect to the market requirements
- On completion, get pictures of the VM work done and send them for review by the design team; make any corrections as required.

KEY Projects Handled: End to End solution

- Big Bazaar – South Region – 130 stores (40,000 sqft to 1,30,000 sqft) / BB Refresh – 3 stores (B-lore)
- BB 1st GeNEXT (Malad Mumbai), Phoenix MKT City, Gopalan Mall & Hyper city (B-lore)
- Concept FBB @ Haiko–Mumbai / Concept BB @ R-City –Mumbai
- Pantaloons – In the South region – 13 stores
- Food Bazaar – In the South region – 10 stores
- FBB – In the South region – 45 stores
- Brand Factory – Bangalore – 3 stores
- Holli – south region – 5 stores | aLL – south region – 3 stores | Food Hall – 1st store @ Bangalore – 2nd in Asia
- I'm Inn – 1st store in Bangalore and in Asia | FBB - 1st new concept store in Bangalore
- PFO - 4 stores | Ethnicity - 5 stores | Planet Sports - 3 stores | Converse - 2 stores

Organization : Auto-Graphics Digital
Position : Project Head [Planning & Execution]
Duration : 1st July,'07 - 1st July,'08
Area : PAN-INDIA

Key Responsibilities:

Coordination with Clients for the Project Implementation

- Client Service
- Costing – Estimate
- Production Planning
- Vendor Development
- Quality Control

KEY Projects Handled: End to End solution

- K.B. Mall - Ahmedabad
- Pantaloons - 1st Home Town store in Bangalore
- Top 10 SIS - Pune central
- Mr. Right
- Food Bazaar - Coimbatore & Bangalore
- Coca-Cola - Red lounge - Pune
- Manipal Conversion Center - Mangalore
- Odyssey - Hyderabad & RMZ Bangalore
- MIRM – Bangalore
- The Tea Junction - Kolkata
- General Motors - Façade graphics - Across India
- ACER – Signage Solutions - Across India

Organization : TATA SKY
Position : Coordinator Vendor Management
Duration : 1st February,'07 - 30th June,'07
Area : PAN-INDIA

Key Responsibilities:

Brief Description of the Role: Implement the Market Visibility Plan.

- Support in identifying and appointing Vendors for the execution of Market Visibility plans, specify and ensure the quality of materials and ensure cost savings.
- Manage vendors for timely completion and ensure quality standards comply.
- Raising POs for items ordered, receiving & verifying invoices, and processing for payment (including Vendor Regn. Formalities).
- Carry out regular visits to all markets/outlets analyses and implement plans to improve/increase visibility.
- Support consumer contact programs by providing necessary props/display material.
- Responsible for maintenance (repairs, etc.) of In shop/Out shop display.
- Provide 'Reports' on Field Promotion activities.
- Maintain market intelligence (competition).

Organization : EFFXX INC
Position : Production Manager [Planning & Execution]
Duration : 14th Feb,'04 – 15th Jan,'07
Area : PAN-INDIA

Key Responsibilities:

Client Service, Costing, Handling Production & Vendor Development

KEY Projects Handled: End to End solution

- Total In-shop and Outdoor solutions for Airtel outlets
- Pizza Corner kiosk @ IMAX Hyderabad
- Café Coffee Day Kiosks and In-shop Branding all over India
- SKOL – Hayward's Chiller Units
- Reliance Mobile Charging Units
- Levi Strauss (Dockers) - Window display all over India
- Coke – Red lounge (Gaming alloy) @ Pune, multiplex
- Tata Sky – On shop & In-shop & Retail Merchandising Campaign.

STRENGTHS

- I believe that my greatest strength is the ability to solve problems quickly and efficiently. I can see any given situation from multiple perspectives, which makes me uniquely qualified to complete my work even under challenging conditions. That problem-solving allows me to be a better communicator. I think my ability to see all sides of an issue will make me a great asset to the team.
- My strongest asset is my work ethic and my willingness to step in when needed. I'm not afraid to take on a difficult client or do a project that nobody else wants because those are the clients and projects that teach me the most. I typically love to work outside of my job description and do whatever is asked of me. I'm not above any single task, and I take great pride in my ability to step in and adapt to any situation to get the best results for the company.

DECLARATION

I do hereby declare and affirm that the above statements are true to the best of my knowledge and belief.

D Francis Xavier

Date: 28-03-2023