

# PARASH DUTTA

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## **Professional Summary:**

A highly motivated and results-driven professional with more than 3.5 years of rich and varied experience in **Sales & Business development, Team Management, Operation, Training & Recruitment**. Currently associated with Lifestyle International Private Limited (Home Centre) as a Assistant concept manager handling furniture business in Kolkata with a team of eleven sales associates.

## **PROFICIENCY FORTE AND LATEST ACHIEVEMENTS**

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- ✓ **Sales** –Monthly budget achievement with a growth compared to previous year with cost effective tools & marketing activities.
- ✓ **Operation**– Day to day store operation with sales team on man power planning, keeping tab on staff assigned budget performance, coordinating with warehouse for timely dispatched of delivery to customers, handling operational issue in no time with resolution to improve customer service.
- ✓ **Merchandising**- To ensure right product & quantity available as per market demand.
- ✓ **Customer service** – Net Promoter score to be above 95% accordingly pending complain to track & close with the help of Damage Handling Team.
- ✓ **Training**- Product knowledge Trainings to Sales associate & team to better understanding of products, company policy & SOP's.
- ✓ **Recruitment**- Recruitment of Sales associate within given manpower budget.

- ✚ Highest hike during management trainee period with highest rating.
- ✚ Received acknowledgement from the Vice president Operation for being fast learner & bringing up Delivery Management tool easy reference book for new on role managers.
- ✚ Corporate appreciation to clear partial damage & repaired furniture stock from PAN India warehouse.

## **PROFESSIONAL EXPERIENCE**

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1. **Company** : **LIFESTYLE INTERNATIONAL PRIVATE LIMITED**  
**Designation** : **ASSISTANT CONCEPT MANAGER**  
**Duration** : **June 2017 – till date**  
**Location** : **Bangalore- Noida-Kolkata (At present)**

## **Responsibilities:**

- ✓ Ensuring that monthly budget achievement for furniture department.
- ✓ Ensuring 100% adherence to company policy on commercial parameters, company SOP's as per audit norms.
- ✓ Ensuring day target assign to sales associate & track their performance. To support for additional discount or any other support required to close the deals.
- ✓ Training to newly joined sales associate on products, company policy & system operation work.
- ✓ Report preparation as required from management. To drive KPI's such as ATV /ABS/ Conversion ratio above budget.
- ✓ To control cost in store so that we can achieve PBT growth in YTD both in store level & corporate level.
- ✓ Net promoter score to be above 95 %, to ensure sales associate serves well to customer. Delivery & Fitment team complete task within committed time. Damage handling team gets all pending complain close within timeline.
- ✓ Store display standard to maintain as per company standard, maintaining of planograms & store hygiene.
- ✓ Relationship management with customers, delivery team, carpenters, visual merchandiser & merchandiser controller.

## **Internship with Mantram Fashions & Apparels, Pune for 2 Months.**

- Market research on scope of unbranded garments in online

## **Education:**

### **High School, 2011**

- KENDRIYA VIDYALAYA – Duliajan, Assam

### **Graduation, 2014**

- B. Com (Finance Hons)  
Guwahati University – Guwahati, Assam

### **Post Graduation, 2017**

- PGDM (Sales & Marketing)  
Balaji Institute of International Business – Pune, MH.

## **Other Education Qualification:**

- ❖ Diploma in Computer Accounting (Tally & Business Communication)

**Personal Profile:**

- Father's Name : Mr. Rajendra Nath Dutta
- Date of birth : 10-December-1992
- Sex : Male
- Marital Status : Single
- Language Known: Assamese, Hindi, English
- Nationality : Indian
- Hobbies : Playing sports such as table tennis, cricket, football and Travelling

**Sports Back Ground:**

- State National Table Tennis player from Assam participated in Kanpur(Uttar Pradesh), New Delhi, Baroda (Gujarat), Gandhidham (Kutch), Visakhapatnam, Chandigarh

**Declaration:**

I solemnly declare that all the above information is correct to the best of my knowledge and belief.

Date:

Place: Guwahati

(Parash Dutta)