



# Vishal Kataria

Executive Store Manager

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## Languages

English

## About

With a proven track record in retail merchandising and sales, I excel in enhancing store operations and customer service. My leadership in inventory management and team motivation has consistently driven sales targets and customer satisfaction across high street to luxury retail environments.

### BRANDS WORKED WITH

Aditya Birla Group

Travelodge

## Experience



### ● Reception Manager

Travelodge | Jan 2022 - Now

- Reconciled financial statement and ensured cash till are properly managed without any variance.
- Operating with utmost high quality Customer Service and prioritizing customer satisfaction by following standard operating procedures.
- Recorded maintenance issues and updates using the Arcus App, ensuring a centralized and efficient system for issue tracking and resolution.
- Collaboratively functioning within 30+ team members while proactively inspiring, coaching & motivating team members for high quality customer service index.
- Successfully employed up-selling techniques to drive increased revenue and profit margins by promoting hotel services and facilities- Bar café.



### ● Executive Merchandiser

Aditya Birla Group | Jan 2020 - Jan 2021

- Increased sales by 25% by expanding the category mix of Kid's wear from 8% to 20%, establishing seasonal flow of product and promotional calendar.
- Executed 100% fill rate in Sale season and 95% in new arrival season for 170+ stores across country, managing inventory level, ensuring timely replenishment, and sell-through rates to optimize stock availability.
- Coordinated with both internal and external stakeholders to conceptualize and implement product range plans aligning with business growth.
- Developed planning process which ensured delivery of commercial product range and level of newness at right times to maximize sales.
- Conducted comprehensive in-depth analysis of sales data, including best sellers, worst sellers, KPI's for assortment planning to identify trends and opportunities for improved business performance.



### ● Store Manager

Aditya Birla Group | Jan 2018 - Jan 2020

- Monitored and reviewed operational performance, aiding improved business strategy to maximize productivity by 45% business growth.
- Strategically managed 13+ staff members, maintaining high-performing business operations and successfully attaining business growth YoY.
- Creating an appealing and customer-friendly shopping environment by implementing Visual Merchandising guidelines & executing SOP's.
- Implemented new sales methodology, CRM, and Loyalty program, resulting in 85% improvement in customer service metrics.
- Managed store inventory levels, optimizing inventory control and making informed decisions to ensure adequate stock availability.

## Education & Training

2023

### ● Anglia Ruskin University

Master of Business,

2016 - 2018

● **Indira School of Business Studies**

Post Graduate Diploma in Management (Merit Student),