

Phani Krishna. S

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Visa Statues: **Dependent Visa** Exp: **December 2026**



RETAIL, WHOLE-SALE & HOSPITALITY INDUSTRY PROFESSIONAL

Proven expertise in total operation of retail floor operations

PROFILE: A dynamic Person with proven expertise in all aspects of Managerial positions across various industries. Demonstrated capabilities in generating profits in demanding market situations.

14 YEARS of Experience in **UNITED ARAB EMIRATES** as Sales/Marketing and Logistic Manager with excellent knowledge of market dynamics.

STRENGTHS

- Strong work ethics
- Complex problem solving
- Strong interpersonal skills
- Team leadership
- Negotiation skills
- Strategic planning
- Vendor relations
- Time management

PROFESSIONAL PROFILE:

General Manager, Farm manager, Business Development Manager : Nine and Half Years (India)

Logistic Manager, Key Account Executive, Sales Executive, Visual Merchandiser: Fourteen Years (UAE)

1. Career as Key Account Executive in UAE:

SUCCESSFULLY SOLD WORLD'S PREMIUM PRODUCTS IN MIDDLE EAST COUNTRIES AS FOLLOWS: -

- **TOY'S:** (V-tech, Maisto, Spy Gear, Bburago, New Bright, Mega Blocks, Clementoni, Lotus & MJX),
- **STATIONERY:** (Rainbow Max [Hello kitty, Lulu catty, Ben 10, Full stop, Strawberry shortcake.etc., Paxos [Barbie, Hot wheels, Benetton, Lois, Maui, Transformer etc.], G pack, Crayola),
- **LUGGAGE:** (Cellini, Ferretti, & Veno),
- **BIG NURSERY:** (Hauck & baby car seats)

MAJOR CUSTOMERS OBLIGE WITH ARE AS FOLLOWS: -

Toys 'R' us, Hamley's, Baby Shops, Duty Free Shops In UAE, Carrefour's Hypermarkets, Spinneys Supermarkets, Geant Hypermarket, Panda Hypermarket, Early Learning Centers, Co-Operative Stores Cash Customers from African & Russian Countries etc...

2. Career as Logistic Manager in UAE:

- Maintaining / Monitoring Central Warehouse Distribution Facility size of 120,000 Square feet. of Three (3) warehouses.
- Leading 62 employees included Warehouse manager (1), Warehouse Supervisors (3), Category Supervisors (4), EDP staff (6), Drivers (14) & Manual labor (34).

3. Career as Farm Manager in India: March 2024 to Sep 2024

- Handling and Maintaining Two Rose Farms (65 Acre's Green House Farms)

4. Career as General Manager and BDM in India: Aug 2016 – Feb 2024

- Handling and Maintaining Two (2) Hotel Properties (Executal & R grand Comfort Stays / 60 rooms)
- Managed Five (5) Food outlets (Easythali) including one Central Kitchen consisting of 50 Staff.
- Involved in Sales, Procurement, Ambiance Improvement and customer service.

WORLD WIDE TRADERS F.Z.C., SHARJAH, U.A.E.

Job Responsibilities: LOGISTICS MANAGER

Period: **JANUARY, 2013 – JANUARY, 2015**

- Use ERP systems to manage stock levels, evaluate delivery schedules and transport costs;
- Use associated information systems to coordinate and control the order cycle;
- allocate and manage staff resources and implementing safety procedures according to changing needs;
- Analyzing logistical problems and producing new solutions in advantageous to the organization;
- Resolving problems concerning logistical systems, Imports/Local/Exports (Middle East, African Countries and Russian Countries) deliveries without any conflicts.
- Train shipping department personnel in roles or responsibilities regarding global logistics strategies.
- Supervise the work of warehouse managers, supervisors & schedulers.
- Collaborate with other departments to integrate logistics with business systems or processes, such as customer sales, order management, accounting, or shipping.

Job Responsibilities: KEY ACCOUNT EXECUTIVE (Stationary & Luggage sections)

Period: **OCTOBER, 2010 – DECEMBER 2012**

- Introduce the company's profile and communicate the selection of products available
- Event management & conducting fairs/shows such as Toy fairs, Mother Baby Child Show (MBC) representing our company & products.
- Proposing & finalizing posters & display POS materials to organize the shows.
- Grow and secure new customers from designated market segments
- Anticipate and prepare Brand/item demand forecasts
- Wholesale distribution to UAE & GCC countries.
- Follow-ups with store managers for orders.
- Manage and maintain existing clients and business development
- Individual and team goals to meet tight deadlines
- Coordinate with logistics and finance department to maintain adequate inventory
- Focus on increasing the sales and supervise the sales process by follow up on orders, deliveries and collections.
- Provide market feedback to the Sales Manager regarding movement of goods / brands
- Ensure payment of receivables in a timely and diplomatic fashion.
- Leading / controlling / guiding sales team of Thirty (30) personnel.
- Handle and respond to existing products queries from clients quickly, effectively and accurately
- Provide customers with the appropriate selection, sampling of products in response of their inquiries and provide quotations accordingly

- Anticipate the client's needs and provide appropriate solutions to meet these needs

Job Responsibilities: **SALES EXECUTIVE (Toys & Stationary sections)**

Period: **DECEMBER- 2005 to SEPTEMBER, 2010**

- Builds business by identifying and selling prospects; maintaining relationships with clients.
- Identifies business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options.
- Decision making in local purchases for Company owned retail shops.
- Sells products by establishing contact and developing relationships with prospects; recommending solutions.
- Prepares reports by collecting, analyzing, and summarizing information.
- Contributes to team effort by accomplishing related results as needed.
- Preparing Plan O grams for all the customers of WWT.
- Delegating internal personal for proper displays at stores during principles visit.
- Decision making in seasonal promotions.
- Coordinating with Cash Customers from African & Russian Countries and also supporting them during visit.
- Leading / controlling / guiding sales team of Thirty (30) personnel.

Job Responsibilities: **MERCHANDISER & SALES (Toys & Stationary sections)**

Period: **APRIL- 2001 to NOVEMBER, 2005**

- Producing design ideas for displays and developing floor plans, or following a company plan
- Creating special displays to promote a specific product or offer
- Drawing designs and plans by hand or computer
- Deciding how to use space and lighting creatively
- Making best use of a store's space and layout
- Creating branded visual merchandising packs to send to each branch of a store
- Giving feedback to head office and buying teams
- Setting up displays, dressing dummies and arranging screens, fabric and posters
- Sourcing display materials and hiring, borrowing or making props
- Making sure that prices and other required details can be seen
- Teaching sales staff how goods should be displayed
- Taking down old displays.
- Senior visual merchandisers are usually responsible for planning

PROFESSIONAL PROFILE INDIA:

General Manager (Floriculture Industry)

Suvarna Florex Ltd Mugalapally, Hosur Tamil Nadu India. 635105

Job Responsibilities: **Farm Manager**

Period: March 2024 – SEP 2024

- Oversee entire farm operation, including production, maintenance, Dispatch, sales and administration.
- Manage team of department heads, supervisors, and staff.
- Monitor finances, budgets, and cost control measures.
- Coordinated daily farm operations, including planting, pruning, irrigation, and pest management
- Coordinate harvesting, grading, and packing of roses for wholesale and retail markets
- Monitor and control pests, diseases, and nutrient deficiencies to ensure optimal crop health.
- Manage farm office operations, including record-keeping, correspondence, and supplies.
- Coordinate human resources functions, such as recruitment, training, and benefits administration.
- Process payroll, manage budgets, and prepare financial reports.
- Maintain inventory of farm supplies, equipment, and materials

- Analyze market trends and adjust production strategies to meet demand.

PROFESSIONAL PROFILE (INDIA) :

General Manager, BDM Manager. (Hotel Industry)

R Grand Comfort Stays (OPC) Private Limited, Hyderabad Telangana India.

Job Responsibilities: **General Manager**

Period: JULY 2020 – FEB 2024

- Cooperate with sales and marketing staff to create and implement various strategies for improved customer satisfaction, occupancy levels and profits
- Resolve operational challenges and obstacles by reviewing and monitoring business flow and associate performance
- Maintain hotel inventory supplies for various departments, including housekeeping, kitchen and administration
- Schedule bookings and check guests in and out during busy periods
- Recruited new employees for various hotel departments, including the front desk, kitchen, housekeeping and maintenance

Ivorysands Projects LLP Hyderabad, Telangana, INDIA.

Job Responsibilities: **General Manager (Executel Service Apartments and Easythali Restaurant)**

Period: August, 2016 – March 2020.

Key Deliverables:

- Confer and cooperate with management personnel in formulating administrative and operational policies and procedures.
- In conjunction with the Maintenance, sales & marketing, accounts and Food and Beverage Managers on regular basis.
- Approving the required modernizations in regards to Ambiance, accommodation, catering and restaurant services.
- Review of customer's feedback & implement necessary actions to support customer satisfaction.
- Conduct performance appraisal/review of staff in all departments.
- Applying room tariffs as per market conditions on regular basis & advice sales team accordingly.
- Cross verifying security services to be effective all the time.
- Make sure of compliance with all legal approvals such as health, safety and other statutory regulations.
- Direct and coordinate activities of operations department to obtain optimum use of equipment, facilities, and personnel
- Supervise investment of funds; works with banks and/or investment bankers to raise additional capital as required for expansion
- Assists in the recruiting and monitoring of staff.
- Analyzing the PMS software & direct the changes accordingly.

Ivorysands Infrastructure and Hospitality Pvt Ltd, Hyderabad, Telangana, INDIA.

Job Responsibilities: **Business Development Manager (Executel Service Apartments and Easythali Restaurant)**

Period: FEBRUARY, 2015 – JULY, 2016

Key Deliverables:

- Research and recommend room tariffs and food Prices as per market.
- Plan & segregate work schedules.
- Resolving day to day issues in sales.
- Make sure events and meetings run smoothly.

- Assist in planning and organizing accommodation, catering and other room.
- Responsible for the day-to-day management of the operations of the Hotel.
- Monitoring food quality and service to the customer, improving sales.
- Motivating sales team to get more sales in Rooms and Restaurant.
- Conducting sales meeting with sales team daily basis
- Running promotion to get more sales seasonally.
- Monitoring room ambiance and services with related with teams
- Follow up online sales' daily basis like ...
- Rooms: Make my Trip, Goibibo, Travel Guru and Booking.com etc...
- Food: Swiggy, Zomato and Food Panda etc

Suvarna Apparel & Fashion Export Limited Hyderabad Telangana INDIA

Job Responsibilities: **knitting machine operator and Shift In charge.**

Period: **SEP 1998 - March 2001**

- operating industrial knitting machines
- repair yarn-related faults at the knitting head and fabric press-offs
- Repairing machines or systems using the needed tools
- on equipment Performing routine maintenance and determining when and what kind of maintenance is needed
- Schedule and assign machines to operators to meet daily and weekly production requirements.
- Checks the quality of knit fabric and makes the necessary corrections to eliminate defects.
- Coordinates with the Plant Managers for development of manufacturing methods, processes necessary to produce
- Troubleshoots any production problems, assures that machinery, equipment and facilities are properly maintained for efficient production; reports process and equipment issues to Plant Manage

EDUCATION AND PROFESSIONAL DEVELOPMENT

I.T.I, Vijaya Bharathi, Vijayawada.	- 1996-98 Board of Technical Education, A.P, India
S.S.C, Z.P. High School, Vuyyuru	- 1992-93 Board of Secondary Education, A.P. India.

DATE OF BIRTH: July 26, 1978

MARITAL STATUS: MARRIED

DRIVING LICENCE: Access since 2007

REFERENCES: Available on request

Date:

Signature: