

# Mithun Chakraborty

Territory Sales Manager Modern Trade & MBO Stores.  
(Shoppersstop, Fashion Factory, Lifestyle, Reliance Trends, Centro & Vmart)

- **Territory and Operation Manager with 19+ years of experience in Sales, Business Development, and Retail Operations.**
- **Managed 56 Modern Large format stores and 2 EBO stores across three states-West Bengal, Odisha & Chhattisgarh - with a team of 61+ employees.**
- Experienced in managing multi-state territories, key MBO accounts, EBOs and shop in shop, with a strong focus on sales growth, store productivity, team management, inventory management, and customer experience.
- **Successfully managed key accounts including Shoppers Stop, Lifestyle, Reliance Trends, Centro, V-mart, Metro C&C & Fashion Factory , and consistently delivered strong business growth and No. 1 Pan-India rankings.**
- Strengthens brand execution through regional analysis, customer feedback tracking, and training support.

## WORK HISTORY

### 2021-04 - 2026-06 **Territory Sales and Operation Manager Modern Trade**

*Retailhub Solutions Ltd, C/O- Raymond Lifestyle Ltd, Kolkata*

- Managed team of 61 employees within 56 SIS and 2 EBO stores, improving business planning processes and designing innovative marketing strategies to increase sales.
- Created budget plans and pricing strategies in support of promotional initiatives across product categories. Executed analysis of product demand forecasts to refine inventory processes. Optimized manpower utilization by evaluating demand trends effectively. Aligned promotional activities with budgeting to increase market competitiveness.



## Contact

### Address

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## Skills

### Sales Leadership

- Sales optimization
- Service excellence
- Cross-functional teamwork
- Account management
- Team leadership

### Retail Operations

- Pricing strategy
- Inventory management

- Implemented detailed regional market research and client evaluations, crafting robust strategies to secure new accounts and strengthen trade partnerships.
- Developed thorough market analyses and client assessments to enhance account acquisition and bolster trade relationships.
- Implemented regular feedback surveys to gather insights on customer preferences for quality, style, colors, quantities, and pricing, upholding brand representation standards to boost market presence.
- Directed stock sales management in quick and slow channels, optimizing profitability through adjusted pricing models for new products and established phase-out strategies while maintaining operational standards.
- Reviewed training shortfalls and orchestrated specialized workshops to elevate product knowledge.
- August 2017 - in development
- Led cross-functional teams to enhance operational efficiency and customer satisfaction.
- Developed training programs to elevate staff performance and service standards.
- Implemented strategic initiatives that improved inventory management processes.
- Analyzed sales data to inform merchandising strategies and optimize product placement.

2016-08 -  
2021-03

**Area Sales Supervisor- Modern Trade-LFS**

*Retail Hub Solutions Limited (C/o- Raymond Lifestyle Limited), Kolkata*

- Supervised 51+ sales personnel and three area sales executives to drive sales growth and enhance operational capabilities in non-core sectors.
- Achieved significant productivity increases across 45 retail stores by optimizing operational efficiency. Guided strategic decision-making through comprehensive business forecasting and analysis. Reduced losses by directing budget management and overseeing inventory

- Merchandising strategy
- Budget management
- Market research

**Personal Details**

**Date of Birth:** 08/08/1986

**Nationality:** Indian

**Marital Status:** Married

**Other:** Manage the House of Raymond premium brands portfolio including Raymond, Park Avenue men, Parx, CP

**LANGUAGES**

Hindi, English and Bengali.

effectively. Enhanced patron experiences by elevating customer service metrics through improved standards. Fostered talent development with team-oriented staff management initiatives. Supported new store openings through extensive market research efforts.

- Led cross-functional team in candidate interviews, onboarding, and training initiatives for new associates, while managing performance evaluations, career growth strategies, conflict resolution, and ongoing coaching.
- Assessed merchandising activities to establish optimal pricing strategies and launched promotional campaigns to attract customers and increase revenue, while directing clearance sales initiatives to reduce excess inventory and improve profit margins.
- Refined promotional strategies and displays by analyzing market trends. Reviewed financial statements to assess operational efficiency of sales division.
- Showcased exceptional interpersonal communication abilities through collaboration with both team members and clients. Achieved organizational excellence in aligning teams and nurturing client relationships. Crafted personalized solutions to fulfill distinct client demands and improve outcomes.
- Enhanced local sales and operational effectiveness at Raymond Lifestyle Limited in West Bengal, Odisha, and Chhattisgarh.
- Led regional sales initiatives, driving performance and enhancing market penetration.
- Mentored team members, fostering professional growth and improving overall sales effectiveness.
- Analyzed sales data to identify trends, optimizing strategies for increased revenue generation.
- Developed training programs focused on product knowledge and customer engagement techniques.

2012-03 -  
2016-08

## **Sales Supervisor- Large Format - Modern Stores**

*Retail Hub Solutions LTD (C/O-Raymond Lifestyle Limited), Kolkata, India*

- Led operations for 18 large format modern stores with a workforce of 22 team members
- Exhibited accomplishment of and surpassing sales revenue benchmarks established in sales plan, delivering critical market intelligence to marketing team for improved campaign effectiveness.
- Strengthened partnerships with current accounts to facilitate collaboration and boost sales growth.
- Nurtured partnerships with existing accounts to elevate collaboration.
- Reviews regional market and client base consistently, developing initiatives aimed at securing new accounts and advancing trade partnerships.
- Implemented feedback surveys to measure customer satisfaction across quality, style, color, quantity, and price. Leveraged survey results to refine product offerings and better meet market expectations. Ensured consistent marketing strategies to uphold brand image based on consumer feedback.
- Assessed customer behavior strategies, enhancing overall quality of catalog content. Created targeted action plans for underperforming categories, boosting sales volume via competitive analysis.
- Managed daily retail functions, ensuring unwavering conformity to company policies and standards.
- Implemented training strategies for new staff, increasing onboarding effectiveness and reinforcing knowledge retention.
- Enhanced inventory management systems to improve stock levels and limit shrinkage.
- Led sales team to exceed targets through effective training and motivation strategies.
- Analyzed sales data to identify trends, driving strategic adjustments in product offerings.

**2009-03 -  
2012-03**

## **Store Manager- Operation - EBO**

*Bossini Premium Casual Apparel Brand-South  
City Mall, Kolkata*

- Managed team of 5 in retail, driving business planning, marketing strategy, revenue management, financial planning, promotional campaigns, merchandising, and reporting.
- Oversee effective store functionality through cleanliness maintenance, trend-conscious merchandise displays, and commitment to customer satisfaction.
- Conducted regular feedback surveys to assess customer expectations on quality, style, colors, quantities, and pricing.
- Conducted regular feedback surveys to ensure customer expectations on quality, style, colors, quantities, and pricing were met.
- Analyzed customer behavior strategies to refine catalog content quality. Formulated action plans targeting de-growing categories to elevate sales figures. Executed competitive analysis aimed at boosting overall profits and market positioning.
- This store business was-1Cr-20L.

**2007-01 -  
2009-03**

## **Assistant Retail Store Manager**

*Zaveri Pearls Fashion Jewellery - City Center  
Saltlake- , Kolkata*

- Supervised team of 2 frontline staff to enhance store operations, focusing on merchandise availability and visual displays to improve overall store atmosphere.
- Orchestrated growth in assigned area by establishing partnerships with new distributors and multi-brand retailers, enhancing merchandise reach and availability.

## **Education**

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**2018-03**

## **MBA: Retail & Marketing**

*Sikkim Manipal University - Gangtok, India*

## Awards & Recognition

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- 2016,2017, 2018- Received the TrailBlazer award from Raymond Lifestyle limited for outstanding performance.
- 2021- Promoted to Territory Sales Manager in recognition of outstanding performance three states and received a special Park Avenue premium watch as a recognition gift from Raymond Lifestyle limited.
- 2024- Received the " Waiving Smile Award" for achieving the highest single customer, single bill value of Rs 12L.
- 2025- Received the Best brand Manager award for delivering the highest growth & Continuously maintaining the No-1 Ranking in Pan India.

## Interests

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I love to Play Cricket & Watching the Motivational Movie.