



MOHAMMED ATTHARR

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Business-Minded Growth Leader Sales & Business Development Professional/ Operations Management Expert- F&B and Retail Industry

" Creates business process improvement, utilizing entrepreneurial vision, business understanding, and exceptional relationship management fostering revenue growth, cost savings, and improved productivity."

CORE AREAS OF EXPERTISE

- Strategic Planning
- Operations Management
- New Store Opening (NSO)
- Revenue Enhancement
- Business Growth Opportunities
- Customer Requirement Analysis
- Market Share Maximization
- Vendor Management
- Business Growth
- Customer Growth
- Top & Bottom Line (P&L)
- Risk Management
- Vendor Management

SNAPSHOT PROFILE

- Competent, diligent & result-oriented **Country Head with** over 17 years of solid business acumen with expertise in business operation and developing strategies to achieve a created vision, leading multicultural teams to implement strategic initiatives. Excellence in viewing business strategically and adopted the company's vision of brand building to generate the highest ever sales.
- **Accomplished specialist with core strengths** in envisioning and effectuating strategic and tactical solutions to build the business from the ground-up, ascertaining a competitive edge, sustainability, and exponential organizational growth; discovered business potential and opportunities to secure profitable business volumes.
- **Verified year-after-year success** in achieving revenue, profit, and business growth objectives within the start-up, turnaround, and rapid change environments.
- **Strong groundwork** in business development strengthened by intellectual curiosity and grounded in real-world technical experience, providing the foundation for next-generation ideas, development, and implementation.
- **Excellent interpersonal, communication, and consultative skills** to interact with and influence senior people in the company.

CAREER GRAPH

EATFIT

Country Head –
Since Aug 2022



Smaaash Entertainment

General Manager -India for Operation & Corporate Sale
Since March 2022 August -2022



Haldiram

Deputy General Manager (Business Head) for Retail Restaurant
Operation & New store openings
May 2020- Feb 2022



Chai Point

Regional Head (operations and business development)
July 2017 - March 2020



Burger King India Pvt Ltd

General Manager
Sep 2015 - July 2017



Aditya Birla Retail Limited, Hyderabad

Area Manager (Cluster Manager)
Jan 2012 – Nov 2014



- Trend Analysis
- Relationship Building
- Supply Chain Profit & Loss
- Warehouse management
- Financial Reporting
- Partner Management
- Process Improvement
- Operational Excellence
- Team Management
- Leadership Acumen

KEY BENCHMARKS

- Demonstrated excellence in translating the strategy into actionable programs, operations or activities and measures effectiveness.
- Thrives in deadline-driven environments, working effectively in an independent and team environment.
- Proven ability to utilize inspiring leadership, personal drive, creative vision, and analytical skill to yield successful delivery of both team and individual goals, actively contributing to organizational growth.
- Expert skills in tracking & maintaining inventory levels in the stores for all items required. Planning and scheduling individual/team assignments to achieve pre-set goals within the time, quality & cost parameters.
- Proven skills in developing visual merchandising displays, windows, and design of retail outlets for maintenance of a high-end store image

EDUCATION & CREDENTIALS

- Pursuing Executive General Management From IIM
- Graduation from Osmania (IEC University) Hyderabad
- MBA from NMIMS in supply chain management

MC Donald's, Hyderabad

Assistant Manager

Mar 2007-Dec 2011



WORK EXPERIENCE

Aug 2022-Present with EAT FIT as Country Head

Key Deliverables:

- Handling 600 cr of business with 400 retail and cloud store
- Assessing structures and procedures and tweaking these, where necessary, to ensure that objectives are met.
- Procurement and warehouse Management
- Planning supply to dark kitchen and central kitchens
- Propelling the business growth by conceptualizing brand plans, implementing the brand value proposition, market positioning, business promotion strategy and strategic business model.
- Inspecting work sites to ensure that these are safe, fully functional, and high yielding.
- Mediating disputes to promote amicable and cooperative relationships among staff. Reporting to and meeting with the Board of Directors, as needed.
- Drafting and ensuring adherence to pertinent budgets.
- Negotiation with Landlords
- Expanding Offline and online business with multiple brands
- Liaising with government bodies
- Working on profitability and strengthening brand Process
- Working on automation of central process for IPO
- Vendor Management and final negotiation
- Strategical tie up
- Day to day operation
- Building AOP
- Working on P&L Monthly / Quarterly / Half yearly and yearly
- Planning and meeting Investors and founders
- Handling day to day operations
- Bridging Front end and backend teams for smooth operations
- Designing annual business expansion and revenue growth plan
- Quarterly plan on marketing and advertisement
- Regular visit to monitor day to day operation of stores
- Designing growth planning to increase market share

Since March 2022

Smaaash Entertainment as General Manager -India for Operation & Corporate Sale

Key Deliverables:

- Entrusting with the overall accountability of Handling 200 cr business with over 650 direct and indirect reporters. Heading 26 Centre.

TRAININGS ATTENDED

- Attended training on the following:
 - Retail Selling Skills
 - Leadership & communication skills
 - Cashiering (Front-end & Back-end)
 - PIHV-Perpetual Inventory of High Value
 - Fostac Training
 - Serve Safe from the UK

TECHNICAL SKILL-SET

- Well-versed with the:
 - MS Office (Word, Excel, and PowerPoint)
 - Operating Systems (Windows XP, 7, 8 and 10)
 - Internet Applications

PERSONAL DOSSIER

- **Date of Birth:** 23rd December
- **Languages Known:** English, Hindi, Urdu, Telugu, and Kanada
- **Residential Address:** H. No. 9-880 Ambedkar Nagar, Jawahar Nagar, Hyderabad

- Assisting in formulating strategic change in the business by analysing the market data, reviewing the customer feedback and looking for a new possible solution. Facilitating the establishment of business basis product mix data by assessing the sales gaps and opportunities.
- Managing the business optimization by exploiting analysis, trends, and patterns in customer segments and running store-specific promotions
- Playing an integral role in enhancing the bottom store performance in terms of sales and operations standards by identifying the root cause issues of underperforming stores, developing, and executing an action plan
- Handling the compliance-related works with legal authorities
- Steering an array of activities, including new cities launch, business establishment in new cities, supply chain, vendor, and team management.
- Associating with the new vendors to build supply chain in new launch cities
- Contributing to revisiting the menu from time to time, bringing in fresh recipes and innovative ideas to keep up the business. Uncovering the right potential location for the business through trade area analysis.

May 2020-Present with Haldiram

Deputy General Manager (Business Head) for Retail Restaurant Operation and Corporate Sales Regional Relationship manager

Key Deliverables:

- Designing and implementing a strategic business plan that expands its customer base and ensures its strong presence. Meeting and exceeding the KPIs and assigned targets.
- Spearheading the sales by developing strategic plans, meeting planned goals, and communicating with the prospects on lead generation.
- Managing **30 outlets and 3 factories of Delhi NCR with 5000 Crores** of Annual business.
- Handling a large team size of **6000 with 38 Direct reporters**.
- Handling the operations of ensuring consistency in Company standards, especially in visual merchandising, merchandise management, service excellence & marketing, operation, and new store opening.
- Managing daily operations, managing budgets, and setting performance objectives. Ensuring and upholding high levels of customer satisfaction through excellent service. Maintaining deep knowledge of the company's product offering and value proposition.
- Successfully executing the annual business plans/strategies to maximize profitability & revenue generation and realize organizational goals.
- Developing business plans, competitor's profile & monitoring operations at regular intervals with a focus on profitability (EBITA).
- Ensuring company standards and procedures are followed. Nurturing and sustaining positive relationships with customers to enhance patronage and increase clientele.

July 2017 - March 2020 with Chai Point

Regional Head

Key Deliverables:

- Formulated and effectuated new sales initiatives, strategies, and programs to capture key demographics. Identified and secured new customers to the existing customer base.
- Contributed to the company's goals and objectives and expanded market share, customer satisfaction, and productivity performance. Provided an overview of market trends and competitor activities and implemented necessary action.
- Managed **Retail stores and 280 corporates with 2.8 core sales per month.**
- Handled a large team size of 200.
- Directed the budgets at a regional level, including sales goals, KPI, and expense control.

Sep 2015 - July 2017 with Burger King India Pvt Ltd

General Manager

Key Deliverables:

- Developed growth strategies and plans.
- Managed and retained relationships with existing clients. Increased client base.
- Owned the development of key strategic initiatives to give shape to new opportunities by applying marketing intelligence and competitor analysis to identify key value drivers and lay the groundwork for success.
- Instrumentally conducted Surprise Audit on cash and inventory
- Held accountable for P&L of All stores. Provided coaching and feedback to crew and managers on crew stations, BK products, processes, and policies.
- Directed efficient & accurate preparation and sale of products to maximize guest satisfaction.

Jan 2012 – Nov 2014 with Aditya Birla Retail Limited, Hyderabad

Area Manager (Cluster Manager)

Key Deliverables:

- Played a key role and steered a team of **85 members**.
- Holds proven distinction in carrying out the surprise Audit of store monthly.
- Measured Perpetual Inventory of high value (PIHV).
- Assessed and maintained reports of DSR, Monthly P&L, Inventory, and FNV.
- Evaluated high performers from the staff pool and developed a growth path. Visited to store twice weekly, checked FIFO Planogram, checked shelf edge, and resolved staff problems.

Major Accomplishments:

- Making Gold & Express Sure Marketing 2012(Aditya Birla Retail Limited)

PRIOR WORK EXPERIENCE

Mar 2007-Dec 2011 with MC Donald's, Hyderabad

Assistant Manager

Major Accomplishments:

- Took the initiative for creating home delivery and increasing the sale.
- Accredited with the Best Employer in 2008 & 2009 (Mc Donald's)
- Acknowledged with the Best Assistant Manager in 2009 for Andhra Pradesh (Mc Donald's) Significantly took the initiative in developing Delivery System, 2008