



MIDHUN S ANAND

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Sex: Male | **Nationality:** Indian

PROFILE SUMMARY

Experienced professional with 3+ years in business management, retail operations, and historical research. As the proprietor of a retail store, excel in optimizing performance, leading teams, and ensuring customer satisfaction. Skilled in retail sales and inventory management, with hands-on experience at a leading supermarket. Academic expertise in archaeology and museology, supported by museum training in artifact preservation. Multilingual with strong leadership skills, bringing a collaborative approach to team-driven environments. Dedicated to continuous learning and skill development for impactful, long-term career growth.

WORK EXPERIENCE

July 2021 – Present

Proprietor

Traditional Trendz, Kayamkulam, Kerala, India

Managing Business Operations:

- **Handling Daily Operations:** Overseeing day-to-day store activities to ensure smooth functioning.
- **Controlling Inventory:** Managing inventory, replenishing stock, and preventing stockouts.
- **Managing Finances:** Developing budgets, tracking expenses, and optimizing profitability.
- **Building Vendor Relations:** Cultivating and maintaining strong relationships with suppliers and negotiating favorable terms.

Enhancing Customer Service and Experience:

- **Engaging with Customers:** Interacting with customers, addressing inquiries, and ensuring a positive shopping experience.
- **Resolving Complaints:** Handling customer complaints professionally and effectively.
- **Providing Personalized Service:** Offering tailored recommendations to enhance customer satisfaction.

Driving Sales and Marketing:

- **Developing Sales Strategies:** Creating and implementing strategies to drive revenue growth.
- **Curating Merchandising:** Selecting product assortments and ensuring visually appealing displays.
- **Running Promotions and Campaigns:** Designing and executing marketing campaigns to attract customers.
- **Making Pricing Decisions:** Analyzing market trends to set competitive pricing.

Leading and Training the Team:

- **Supervising Staff:** Leading and motivating a team of employees to ensure high productivity and adherence to policies.
- **Training and Developing Employees:** Onboarding new staff and providing continuous coaching.
- **Evaluating Performance:** Conducting performance reviews and addressing performance gaps.

Analyzing Finances and Reporting:

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| | <ul style="list-style-type: none"> • Creating Financial Projections: Developing forecasts and projections for the store's finances. • Monitoring Profit Goals: Tracking financial performance and ensuring the store meets profit targets. • Managing Expenses: Controlling operating costs and identifying cost-saving opportunities. <p>Ensuring Compliance and Legal Responsibilities:</p> <ul style="list-style-type: none"> • Obtaining Licenses and Permits: Ensuring all necessary business licenses and permits are in place. • Managing Contracts: Handling contracts related to loans, equipment, supplies, and services. • Ensuring Employee Compliance: Ensuring the store complies with labor laws and regulations. <p>Adapting and Problem-Solving:</p> <ul style="list-style-type: none"> • Adapting to Market Changes: Responding to shifts in market trends, consumer behavior, and industry developments. • Resolving Operational Problems: Addressing challenges promptly and effectively. |
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| Mar 2016 - Aug 2016 | Retail Sales Associate |
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| | Aditya Birla More Supermarket , Alappuzha, Kerala, India |
| | <ul style="list-style-type: none"> • Provided customer service by assisting shoppers, handling transactions, and maintaining stock. • Organized displays and managed point-of-sale operations. • Built strong customer relationships, enhancing repeat business. |

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| Nov 2018- feb 2018 | Intern |
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| | Hill Palace Museum, Tripunithura, Kerala, India |
| | <ul style="list-style-type: none"> • Supported curatorial staff in cataloguing and preparing exhibits within the museum's archaeology department. • Led guided tours and enhanced visitor engagement with historical displays and information. |

EDUCATION

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| | MA in Archaeology, Deccan College Postgraduate and Research Institute, Pune, India , BA in History - Model 2 Archaeology and Museology, St. Mary's College, Kottayam (MG University), Kerala, India |
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ACHIEVEMENTS

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| | <ul style="list-style-type: none"> • Successfully launched and managed Traditional Trendz, a registered retail shop, achieving sustained profitability since 2021. • Led a 50-member team as a National Service Scheme (NSS) leader, organizing community service initiatives during high school. • Directed a college band, Walkman, and performed at university festivals, showcasing leadership and team coordination skills. • Contributed to archaeological projects as an intern at Hill Palace Museum, assisting in artifact cataloguing and exhibit preparation. |
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PERSONAL SKILLS

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| Languages | Malayalam Hindi Tamil (Basic) | | | |
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| Other Language(s) | UNDERSTANDING | | SPEAKING | | WRITING |
| | Listening | Reading | Spoken in Interaction | Spoken in Production | |

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| English | C2 | C2 | C2 | C2 | C2 |
| | Levels: A1/A2: Basic User B1/B2: Independent User C1/C2: Proficient User | | | | |

SKILL SET

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| | Business Management Retail Sales and Customer Service Team Management Leadership and Team Coordination Inventory Management Customer Relations Excellent Communication Decision Making Problem-Solving Customer Needs Assessment Sales Optimization Client Satisfaction |
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