



Store Manager

Company Overview

Zivame is a Women's fashion brand company which started in 2011 as online lingerie retailer featuring hundreds of styles for the Indian woman. We believe that we are in a very exciting junction of our journey. We have scaled up from being a start-up and now are looking at building a sustainable, fast growing and a profitable company by establishing its own lingerie and Activewear brand in the industry.

We have seen an exciting growth phase this financial year with revenue growth of 80% over FY 17 with reduced spends leading to high double-digit EBITDA improvement. We entered into retail EBO channel about a year back and have already become largest Lingerie Retail EBO network in India with about 30 retail stores. The success of this expansion is seen with stores achieving break even in less than 6 months and retail channel 3x growth. We are looking to significantly ramp up on retail expansion.

We have also entered into other categories like Activewear, Sleepwear and Shapewear which is witnessing 2X growth of Lingerie category. Our mission is to be a Women's fashion brand which will help Women dress better by growing a category whose offline representation is underserved because of range and size availability issues, lack of consultation and social discomfort. We have roped in international design team to deliver fresh styles every month for the new age Indian women.

Culturally, we pride ourselves in being an open, transparent company which retains its startup DNA. We encourage teams and individuals to take full ownership and drive initiatives in a fully empowered environment. We encourage experimentation and risk taking and a constant drive to build something new which can help us deliver better outcomes to our customers. Our thesis is that every Individual should within Zivame find all means to make and drive impact.

Position:

Store Manager

Team: Retail

Role overview:

The Store Manager is driver for total store sales, customer experience, Visual merchandising and overall process excellence. Her primary responsibility includes management of the store, directing the work of direct reports and maintaining store's culture by providing world class customer experience in a personalised category like Lingerie.

Key Responsibilities:

- Responsible for overall store operations, Sales Target, store profitability.
- Leads financial growth of the store, year over year
- Leads the sales floor and drives store results through the store team
- Creating emotionally engaging customer experiences, consistent with the brand vision
- Be responsible in communicating promotional events and latest offers to customers in creative way.
- Role models, coaches and develops best-in-class selling behaviour in the store team
- Sets visual merchandising expectations to brand standards, to ensure brand consistency that impacts the customer experience and maximizes overall business results
- Ensures the operations of the store are executed with excellence



- Accountable for the development of store staff product knowledge which in turn, enables high performance selling
- Influences and inspires associates to unlock individual potential for extraordinary selling and productivity results
- Responsible for the onboarding, training, development, performance management, terminations and succession planning of direct reports.

Key skills we are looking for:

- Female candidates with excellent communication skills and gregarious personality.
- Total experience in retail can be between 3 Years. to 10 Years.
- Minimum 1 year of experience as Store Manager with Premium/Luxury retail brand
- Should have experience in managing junior staff.
- Should be interested in building career in Fashion/Retail industry.
- Must be a graduate