

C Ravikumar

Head of Franchising

Franway, Riyadh, Kingdom of Saudi Arabia | raavikumaarc@gmail.com

M: +966567385602 /WA: +91 9847012317 | skype:raavikumaar

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| PROFILE  |

An experienced and accomplished franchise and retail business professional with, Innovative, profit-oriented and Project Management experience of 32 years and a reputation for ‘making it happen. with strong conceptual knowledge coupled with a good understanding of business realities to recommend/advise implementable strategic plans, well experienced in management, marketing consultancy roles and Marcom role and organizational interventions to clients.

Developed over 6O+ Home Grown brands into national franchise brands with a growth model for domestic & international franchising,

Manage and responsible for the following at my current job profile;

1. Profit Loss Responsibility for the entire Franchise consultancy Company
2. Manage multiple Franchise Development Program (FDP) which includes;
3. Business Analysis and evaluation
4. Franchise Strategy & Business plan
5. Franchise Model
6. Franchise Legal Framework including Franchise Disclosure Document (FDD) & IPR
7. Franchisor Operations Manual – Site Selection, Franchise Selection & Recruitment, New Store Opening (NSO0
8. Franchise Marketing – Pre-market entry study, Global Brand Fit to Go to the local Market
9. Franchise Audit – F&B sector – FSC, SSC, Brand critical Bench marketing and audit
10. Franchise Standard Operations Procedure Manuals { SOP}
11. Franchise Marketing to drive new franchisee sales in the KSA market
12. Major International brands were brought into the GCC market with a 1} Boiling Crab – US - Area Development – KSA & UAE – 5 stores - $ 250,000 2} Nestle Toll House café: Master Franchise agreement (US$ 200,000 to 1.3 M) – 150 stores

Contribute significant value as a thought leader, relationship skills, providing strategic perspectives, insights and cutting-edge solutions, converting strategies into action by liaising with cross-functional leadership and driving the implementation changes.

A competent, confident and intelligent communicator (both verbal and written). Insightful, proactive, flexible, and capable, who demonstrates a can-do attitude and takes a pragmatic approach to business challenges.

CORE COMPETENCIES

* Mar Com Management
* Research – Based Business Planning
* Revenue Generation Planning
* Project Management – ZOHO Projects & CRM
* Relationship Management
* Stakeholder Engagement *{BoD & C Suite Level)*
* Business Development
* Strategic Planning
* Self-driven & Passionate
* Operational Leadership
* Franchise Management
* Positive Communicator
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KEY SKILLS ASSESSMENT

Strategic Management – Experience leading business strategy and operational alignment, understanding where opportunities are and creating a viable business model to service the opportunities. Analysis of the global market entry & growth strategies of leading competitors, business strategy through research, information gathering and data analysis. Strategic financial analysis and financial model development Corporate Governance model building.

Multi-sectoral experience - Retail, Franchising - F&B, Fashion, Oil & Gas, Tourism, Management Consultancy, Marcom, IT-Education, Event Management, Corporate Finance vertical - Bank Auto Loan, Industrial Research, Feasibility studies

Team Leadership and Management – Expertise in leading and building cohesive cross-functional teams and collaborating with senior executives to improve operations and start new business locations. Strong ability to build and manage client relations management, project, field implementation and account management skill.

* Project Managed (in Current Role ) – Dose Café, Lord of Fries, Shrimplus, Tasty Tais, Eywan Alsahtheya, Turkeyana, Mochachino Café, Elixir Bunn, ACME, Tuf, 3 Bee, Veloce Café, Luca Café, Vera Dolce, Real Burger, White café, Luca café, The Burger’s Origin, Honest Burger, Kabab Creations, Masaf, One Elephant, Thabat, Advsto, Reef Perfumes, Mohasby, & Salad, Canto Café, Mahboob, Party Box, 7 Degree, Al Malas Kuwait, Fast Fit, Dolma, Thekara, Applepaj, Barns’ Café, Ansat, Sugar Hive, Aloosh, Zark, Curry n Hurry, Arabica Star, Baharya, Meltzone, Hamsa & Thagmessa, +++ many more
* Shell – (Switzerland) (Business case – Market entry KSA) / Boiling Crab (US) - Master Franchise GCC – 5 store / Neapolitan Pizza Market Entry- KSA, CPR (US), Scope IT( Australia), Gourmet Popsicle (Mauritiu

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| PROFESSIONAL EXPERIENCE  |



FRANWAY, Riyadh; Kingdom of Saudi Arabia– Since – Dec 2018

*Head of Franchising*

* Franchise Development Program- Full-fledged Franchise Development Program for Home
grown brands including Franchise models, Franchise strategies, Financial models, Market Entry
Model and Standard Operations Procedure Manual etc.

**FRANCHISE RETAIL ADVISORY; Dubai; UAE – March 2015 -Nov 2018

*Chief Franchise Advisor*

* Franchise Acquisition Service - To acquire new and existing franchise opportunities from
global markets specific to clients’ needs. A comprehensive search for international brands,
seek brands, analyse the fit -into the region, and sign-up franchise agreements.
* Project Managed – ARED- Kigali, Abu Zaid Restaurant - Jeddah

THE THOUGHT FACTORY (DMCC) Dubai; UAE – February 2012- February 2015 *Retail & Franchise Specialist*

* Project managed organization development of systems and creation of standard operations procedure for HR and operations functions and  lead the IT process development of using web-based HR operations module 1} Mobile app tool to have live wire feed of sales promotion and sampling data, time log, location reports scattered over UAE 2} Recruitment Web app tool
* Mentored custom-built ERP development for the Promotion & Event management module covering the –HR recruitment of promoters, Event Project planning, scheduling, reporting MIS
* Retail consultancy assignment in Sales Promotion Activities for FMCG clients - Nestle, Kellogg’s, Rani…

RETAIL MARKETING CONSULTANT (Dubai & India) – July 2010 till January 2012

* Complete comprehensive feasibility studies for new & existing territories to ensure minimal risk exposure & maximum ROI for international development.
* GCC Pre Market Retail Entry study - Fruit juice major Sunrype and Non Alcoholic wine market
* GCC Pre School & GCC Sports School Franchisee chain feasibility study

QATAR QUALITY FOODS CO. W.L.L. (DOHA, QATAR) – Oct 2009 till June 2010

*Head of Retail*

* Directed retail operations and expansion strategy with P&L accountability and signed Master Franchise Developer Agreement for International Coffee Franchise – ‘Nestle Toll House Café (US$ 1.3M) for 150 retail stores across GCC region and for 4 Coffee Cottage retail outlets and existing 15 Subway outlets. Retail leasing planning, negotiation and signing of locations
* Championed due diligence for a takeover of an existing chain of restaurants valued at QR 200 Million takeovers of Wataniya Group comprising 35 retail outlets, 17 Brands including Rainforest (Cairo, Dubai), Caribou Coffee (US), Sammy’s Woodfired Pizza(US), Sabro (US), Kababji, Halab (Beirut) etc.

FRANCHISE DEVELOPMENT SERVICES UK (DUBAI; UAE) – July 2006 till May 2009

Project Manager (Franchise and Marketing)

* Generated franchise propositions for both regional and international retail brands and judiciously devise methods to ensure better market penetration to achieve targets; successfully leveraged consultancy on Franchisee Development Programme, Retail Expansion plan, Marketing, CRM and Business development, competitive scenario mapping, socio, macro, economic analysis, legal entity model, financial models with ROI and identification of potential local partner.
* Project Managed developing a full-fledged Franchise Development Programs / Model - ADNOC Distribution, Abudhabi, UAE Saj Express, Magrudy’s, Forty Fruity, Al Waseet International, Merinos, NV, Leinzo, with SOPs for operations and franchise support

MARGAM MANAGEMENT CONSULTANCY, KOZHIKODE – June 2003 till March 2006

Head of Operations

* Mentored franchisee operations for Auto Loans ICICI Bank, Cholamandalam with P&L and operations accountability also for multi-faceted marketing activities – sales promotion, road shows, customer relations, dealer promotions, dealer appointments, market surveys etc.

FRANCHISE INDIA LTD, NEW DELHI

*Secondment as Regional Franchise Director – Kerala Region*

* Hold credentials in developing the operations footprint for retail franchises including Mark Pi; Marry

 Brown; Dosa Plaza; and promotion of Bay Pride Mall, Kochi

KSK MANAGEMENT CONSULTANCY, KOZHIKODE – August 1995 till May 2003

*Head of Business Development*

* Acquiring and developing new clients and building relationships, sales and marketing for management consultancy projects including detailed project reports, feasibility studies, market research- consumer, industrial, customer relation management, event management

TREND DESIGNS LTD, SEEPZ, KOCHI – November 1994 till August 1995

Executive Assistant to Managing Director/ Assistant Manager

* Day-to-day operations of managing director’s office overseas buyers and client interactions, coordination activities for production, materials management, finance and administration for exports at multinational - readymade garments at free zone export unit.

DATAPRO INFORMATION TECHNOLOGY LTD, MUMBAI - June 1990 till October 1994

Head of Corporate Communication / Assistant Manager

* Pioneered Marketing Communication activities, handling the entire gambit of corporate communication strategy development and implementation (ATL & BTL), leading to a successful IPO. PR strategic tie-up coverage – Autodesk, Microsoft, SPSS, Novell, etc
* Certificate In Franchise Management – 2022 from University of Louisville ( United States)
* MBA (Marketing) ‘1989 – University of Pune / B.Sc. (Physics) ‘1986 – Calicut University
* Certificate on MS Project ‘2011 – CADD Centre / Undergoing CFE / PMP certification program
* Training: Completed training in Franchising with Franchise India Ltd, FDS (UK), Monshaat (riyadH)
* Training: Advanced Training in SPSS Software, Mumbai
* Language Skills: English, Hindi, Malayalam, Tamil
* Open to Relocation, will require work permit & family visa status plus ex-pat benefits – Ticket, Insurance

1. Current Salary: Current Salary US $ 85,000 / year ( including bonus)

2. Expected Salary: Salary Expected US $ 120,000 / year

3. Availability: within 2 months

4. Reason for leaving: Looking for an exciting role at an international level, leading the brand to a.

 greater global footprint, of course, better package