



Suman Das

Buying & Supply Chain Leader

 das.suman@aol.in  +973-33363351  Manama, Bahrain

 <https://www.linkedin.com/in/suman-das-businessenhancer/>

Professional Summary

An accomplished professional offering nearly 18+ years of experience across India & overseas with organizations varying to hard-core CDIT Retail and Hypermarket; consistently achieving business growth objectives by investigating new opportunities and maximizing competitive strength for long-term success. A results-driven Buying & Supply Chain Leader with a proven ability to transform simple ideas into thriving, market-leading brands. Recognized for expanding market share, driving a \$15 million business unit, and delivering ethical profitability in hyper-competitive environments. Orchestrated expansion across new retail and e-commerce channels, boosting market share by 20% within two years at Ashraf. Generated and sustained \$15 million in annual revenue through strategic buying, demand planning, and product sourcing. Exceeded international corporate growth targets by identifying high-impact opportunities and forging key supplier partnerships.

Work Experience

Buying & Supply Chain Manager

May 2022 - Present

Bindawood Holding (Danube Hypermarket)

- Oversee end-to-end buying and supply chain for grocery, fresh food, dairy, non-food, deli and electronics categories across all hypermarket outlets.
- Negotiate, review and manage 250+ supplier contracts, securing favourable terms, volume discounts and service-level agreements to drive cost savings.
- Interpret market and consumer trends to optimize product assortments, launch new lines and adapt pricing strategies.
- Conduct in-depth market research and build detailed business plans for expansion, acquisitions and new business development.
- Implement sales strategies and best practices across departments to enhance customer acquisition, basket size and retention.
- Collaborate with marketing, sales and customer service teams to ensure cohesive go-to-market execution and brand consistency.
- Build and maintain strategic partnerships with key stakeholders—including vendors, logistics providers and internal teams—to ensure seamless supply flow.
- Monitor performance of all commercial activities using key metrics (e.g., inventory turnover, gross margin, stock-out rates) and prepare actionable reports for senior management.
- Assist finance in setting department budgets and financial targets, track actuals against P&L goals and recommend corrective actions to safeguard profitability.

Sales and Purchase Manager

Jan 2025 - May 2025

Prime Hypermarket

- Pioneered the launch of a Multibrand Electronics section, boosting customer value and category depth across locations.
- Managed store-level operations with full ownership of top-line and bottom-line performance.
- Developed detailed category-level planograms to enhance shelf space utilization and drive sales velocity.
- Led annual contract negotiations with 45+ suppliers and optimizing margins, product mix, replenishment, and payment terms.
- Designed and implemented weekly and monthly promotional calendars in collaboration with the marketing team to boost footfall and seasonal conversions.
- Oversaw product lifecycle—from new product registration and PO creation to price revisions and supplier alignment on front-end/back-end margins.

Head of Retail & e-Commerce Operations

Jan 2017 - Jan 2021

Ashrafs W.L.L.

- Directed daily operations across multiple retail formats including Sony World, Bose, and a multibrand lifestyle shopping center.
- Led retail & distribution strategy for Nikon Camera, Case Logic, and Lexar, boosting market share across Bahrain.

- Designed and implemented competitive business strategies focused on profitability, distribution efficiency, and customer experience.
- Conducted industry analysis to identify product feature gaps, expansion opportunities, and emerging consumer trends.
- Managed sourcing, purchasing, and sales of 25+ premium homeware brands from Paris, London, Germany & Dubai.
- Built and guided a cross-functional team of 60 across sales, operations, e-commerce, and support verticals.
- Oversaw critical store operations including rent negotiations, layout design, renovation, and budgeting.

Store Manager Operations

Apr 2015 - Jan 2021

Sharaf DG W.L.L.

- Managed end-to-end store operations, reporting daily to the Country Head and weekly to the CEO for strategic alignment.
- Led the implementation of policies, procedures, and initiatives across operations, visual merchandising, staff training, and marketing activations.
- Ensured consistent availability of top 20 SKUs across departments, driving 80% of top-line revenue.
- Delivered year-on-year and month-on-month top-line and bottom-line growth by identifying and validating new market opportunities for expansion.
- Executed Store Operations Excellence Programs to boost productivity and profitability.

Store Business Manager

Jul 2013 - Apr 2015

Emax - Landmark Group Retail Ltd.

- Accountable for end-to-end P&L management; drove significant revenue growth through strategic operations, exceptional customer service, and high-performing teams.
- Led a diverse team of 50 international employees; surpassed Annual Business Plan targets with 105% achievement (FY 2013–14).
- Generated 2.5% Extended Warranty (EW) sales and 12% attachment business, optimizing value-added services.
- Conducted S.W.O.T. analysis, price surveys, mystery audits, and PI inventory audits to streamline store operations.
- Spearheaded recruitment, training, and development programs; tracked key metrics including sq. ft. return, manpower ROI, footfall conversion, and bill value.
- Implemented strategies to reduce aging inventory (SKUs 45+ days) and improve stock turnover.
- Oversaw all point-of-sale functions: transaction management, stock taking, refunds & returns, and customer feedback collection.

Senior Store Manager (CDIT & Hypermarket)

Mar 2007 - Jul 2013

Reliance Mart Hyper Market & Reliance Digital

- Led and supervised 45+ direct and 250+ indirect staff in a dynamic, sales-driven retail environment.
- Oversaw critical operational functions: ARS sheet management, Store Planogram updates, P&L analysis, and budget formulation.
- Delivered top-tier customer service by promptly resolving queries and enhancing overall satisfaction.
- Implemented effective product merchandising strategies as per Planogram guidelines, boosting sales and profitability.
- Accurately forecasted customer demand trends (weekly/monthly) and optimized product mix accordingly.

Education

GMPe – General Management Program for Executive

Nov 2024 - Aug 2025

IIM – Indore

PGDBM (Marketing & Finance)

Jul 2005 - Jun 2007

National Institute of Management and Technology, New Delhi

B.Com. (Hons.)

Jul 2001 - Jun 2004

Calcutta University, Kolkata

Languages

English Hindi Bengali