



Vignesh Natarajan (VIGI)

Born March 1, 1985

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SUMMARY

With over 11 years of experience in Retail & Hospitality, I thrive in a dynamic & fast paced environment and bring a broad base of skills and knowledge to the table. By operating 4 successful businesses, I have had the opportunity to explore and master a wide range of facets of setting up and running a diverse portfolio. From multi-store management, business development, strategic planning, marketing and enforcing stringent quality control, I have an in depth understanding of the hospitality/retail industry.

WORK HISTORY

Founder/Owner/Operator/Financial Manager Dec 2010 - Aug 2016

RDV Holdings Pty Ltd, Adelaide, Australia

CHOCOLATREE | December 2010 - August 2016

With a turnover of over \$1.5 Million Chocolatree is an award winning market leader in the dessert cafe industry

SWEET AS BAKERY PATISSERIE | September 2013 - August 2016

Sweet as Bakery specialises in preparation and wholesale supply of Petit Gateaux, Cakes and handmade chocolates to local Adelaide cafes

HOLY GUACAMOLY/POCO PICANTE | December 2013 - October 2015

A successful Mexican Quick Service Restaurant providing fresh, exciting and quick food

COFFYLOSOPHY | March 2014 - March 2015

A very popular boutique café specialising in house brewed coffee, breakfast, brunch and lunch

Business set up

- Conceptualised and built 4 businesses from scratch
- Evaluating the need for a specific product/service in geographical area for target customer demographic
- Worked on store design (look and feel), designed logos, menus and pricing strategy
- Acquired and adhered to all necessary government and council approvals and requirements

Multi-store operations

- Managed operations and financials and all other aspects of four high volume stores
- Provide training for new and existing staff across all levels from kitchen to front of house
- Conduct compliance audits to ensure quality and standards are upheld
- Designed and implemented work procedures for all staff to maintain uniformity

B2B sales and customer relations

- Actively sourced new sales leads and cafes to sell petit gateaux, entremets, waffles and other baked good manufactured at our kitchen
- Maintaining and growing relationships with existing clients through regular meetings to keep them up to date with our

SKILLS & ATTRIBUTES

Business Development

Negotiation & B2B sales

Multi Store Management

Hospitality

Attention to Detail

Leadership

Interpersonal & Communication

Financial Management

Customer Relations

Competitor Assessment

Proactiveness

Time Management

Budgeting

Quality & Cost Control

Planning & Execution

Creativity & Innovation

Crisis Management

Microsoft Office & Computer Literacy

product line

- Grow wholesale revenue by understanding clients business and suggesting products that will help increase their sales

Sales increase and growth

- Achieved 8-10% year to year sales growth through strategic social media presence, print marketing, innovation, quality control and customer relations
- Starting in house production of cakes and chocolates, eventually leading to a 100% self produced menu which was executed at a low price point
- Set up of commercial kitchen resulting in creating a new brand(Sweet As Bakery & Patisserie) growing into a wholesale business

Team building, leadership & mentoring

- Motivated managed and built a team of over 40 skilled and unskilled employees across businesses
- Experienced in bringing out the best in staff and maintained an extremely low attrition rate
- Built and empowered numerous staff towards brighter horizons by making them leaders

Vendor relationships

- Timely interaction with third party vendors from senior management to sales representatives
- Time to time negotiation of prices in accordance according to purchasing power and need
- Exploring new suppliers in the market to ensure value for money

Budgeting and cost control

- Setting comprehensive monthly budgets for marketing, advertising, staffing and cost of sales
- Forecasting monthly sales according to varying factors such as past sales, holiday season and weather
- Maintained a positive cash flow and re-invested savings into growth and expansion
- Minimised wastage by implemented efficient work set up and practices

Accounting and financial reporting

- Managed all day to day book keeping aspects (MYOB), preparation and reconciliation of financials
- Preparation and lodgement of quarterly BAS and yearly tax returns
- Monthly and weekly payment and collection of regular dues and accounts
- Set up and payment of quarterly superannuation contributions

Quality control and assurance

- Always maintained a 5 star cleanliness rating with health regulatory boards
- Adhered to all norms relating to maintenance of perishables in prescribed temperatures
- Maintaining standards, consistency of taste and visual appeal of food served
- Maintained optimum inventory levels and implemented Just In Time approach(JIT)

Customer relations/focus

- Emphasis on the philosophy that the customer is always right
- Retaining and creating new customers by constant introduction of new products as well as running a very attractive loyalty program
- Addressing and responding to customer queries implementing relevant customer feedback

EDUCATION

Master of Business (Accounting)

2005 - 2007 University of South Australia
Adelaide, Australia

KEY SUBJECTS

- Financial accounting
- Commercial & corporate law
- Taxation law
- Management accounting
- Business ethics

Bachelor of Business (Management)

2002 - 2005 Bharathiyar University
Coimbatore, India

KEY SUBJECTS

- Marketing
- Economics
- Accounting principles
- International trade
- Analytical techniques in management

CERTIFICATIONS & INTERESTS

CS50

2016 - 2017

Harvard University(Online)

I am currently undertaking an introduction to computer science course(part time self paced) from Harvard University through self interest

Full Stack Web Developer

2016 - 2017

Free Code Camp(Online)

I am also currently learning full stack web development(also part time and self paced) as a hobby

ACHIEVEMENTS & CONTRIBUTIONS

- Successfully set up 4 businesses within 6 years
- Successfully sold all businesses on profit
- Won multiple accreditations for chocolate making in the Royal Adelaide and Melbourne food awards
- Maintained a negligible attrition rate in all businesses
- Set up a chocolate kiosk at Westfield Marion over Christmas periods
- Chocolatree has been also been part of the Adelaide fringe festival as a vendor
- Supported the local community by funding/sponsoring important social causes
- Completed BUPA challenge(long distance cycling) 3 years in a row
- Awarded certificate of recognition at University of South Australia for taking part in work placement scheme
- Played cricket at school, University & club levels

REFERENCES

Available upon request

Junior Auditor /Assistant Accountant Jan 2008 - Nov 2010

Accounting & Business Consulting Pty Ltd, Adelaide, Australia

Accounting & business consulting is a mid size public practice based in Adelaide. I had secured a graduate position as a junior accountant and auditor after my masters degree.

- Administered new and existing accounts in the Practice Manager software program by invoicing, maintaining, preparation of end of year financial accounts and PAYG statements for clients
- Preparing and lodging quarterly BAS for clients
- Assisted senior accountants in various trust account audits
- Data entry and book keeping, preparation of profit & loss statements, Balance sheets and account reconciliation for clients Communication with the Australian Taxation Office on behalf of clients on various tax related matters

Administration Assistant May 2007 - Jan 2008

Mentor Consultancy, Adelaide, Australia

Mentor consultancy is an education consultancy firm originally based in Coimbatore, India. A temporary office was set up to assist international students coming into Adelaide to pursue higher education.

- Assisted the business owner in processing paper work relating to admission of international students in Australia
- Organising accommodation and airport pick ups for incoming international students
- Helping new students set up bank accounts, registering for work permits, enrolling in University among other things
- Data entry and assisting in general book keeping(MYOB)

Held various positions in customer service/retail/hospitality while pursuing full time study Sep 2005 - May 2007