



## SARAN KUMAR. I

### APPAREL MERCHANDISING

#### CONTACT

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12-05-1989

#### OBJECTIVE

I am a Apparel Merchandising with a comprehensive and impressive track record, boasting around 8 years of invaluable industry experience.

Develop and execute merchandising strategies to drive sales and maximize profitability.

Collaborate with designers and suppliers to create a cohesive product assortment that meets customer demand.

Analyze sales data and market research to make informed decisions on product assortment, pricing, and promotions.

Implementing a project follow-up system with client surveys and management evaluations

- Enhancing monitoring of billing and cash inflows through accurate invoice summary and collection records

#### LANGUAGE

- ✓ TAMIL
- ✓ ENGLISH
- ✓ KANNADA

#### SKILLS

- Merchandising
- Product development and Vendor Management
- Supplier negotiation
- Negotiation with Vendors favorable Pricing and Terms

#### WORK EXPERIENCE

-  **Junior Merchandiser**

06-2012 - 05-2014

Scotts Garments Pvt Ltd  
Buyers Handled : JACK & JONES, SELECTED, VOI JEANS.  
DENIM BOTTOM(BESTSELLER )
-  **Executive Merchandiser**

09-2014 - 08-2016

Shahi Exports Pvt Ltd  
Responsibilities  
Present merchandising plans and performance metrics to senior management  
Manage and maintain relationships with vendors and suppliers to secure favorable pricing and terms  
Buyers Handled : Mexx, CKJ, Tom Tailor, Bhane(Shahi Retail)
-  **Merchandiser**

10-2016 - 02-2019

Gokaldas Exports  
Responsibilities  
Conducting regular store visits to assess merchandising strategies and provide feedback  
Negotiating with vendors to secure favorable pricing and promotional opportunities  
Buyers Handled : Old Navy
-  **Regional Sales Manager**

02-2019 - 06-2020

D Mark Snaps & Buttons  
Responsibilities  
Represent the company at industry events, conferences, and trade shows to promote products and services.  
Monitor and report on sales activities, performance, and results within the region  
Build and maintain relationships with key customers and clients
-  **Merchandiser**

09-2021 - 08-2024

Dakshina Enterprises
-  **Sr. Merchandiser**

01-2025 - Present

GoodWill Fabrics Pvt Ltd  
Handling MONOPRIX Buyer. Responsibilities from product development and bulk production & Costing

#### EDUCATION

-  **Diploma in Textile Technology**

07-2006 - 04-2009

R V S Polytechnic College Dindigul  
69%
-  **B.TECH In Textile Technology**

07-2009 - 03-2012

Bannariamman Institute of Technology  
7.1

- Market research

## INTEREST

- Reading Books
- Swimming
- Playing Video Games
- Going Trips