

Srinivasan Madurakavi

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Summary:

I am a professional in the field of apparel Garment Merchandising, Manufacturing and Supply chain with a career spanning over **21+** years. I have dealt with major buyers in both the **USA and Europe**, building a very strong partnership. Having worked in different **Geographies around the globe** this has molded me to adopt and perform in any culture. I am highly process driven and have ability to setup and run processes based on business need.

Experienced knowledge in End-to-End Merchandising Process and Team building in various Country and various working environment.

Objective:

To reach the topmost echelons in my profession by continuously upgrading my competencies and ensuring the best output within the given resources.

Key Skills:

Generating New Business | Leadership | Team Player | Customer's care | Multi Language | Attitude Change | Global Sourcing | Process Improvement | Lean Merchandising | Least Learning time, Sys-Problem Solving.

Certificate & Trainings:

ILFS **Lean 2.0** Training -Sys. **Problem Solving** / VSM / 5S / Visual Management and Team building,

Train the Trainer Certificate Course,

HR for Non-HR Managers Certificate Course,

Professional Experience:

1. **Sun Spunk Vina International – Senior Sourcing/Merchandising Manager. From July 2021- Currently working.**

Build the new Sourcing team with 6 members, handled 13 million USD business with 3 sub-con factories, currently exporting to South American Countries and Brazil.,

Handling buyer: Chic Parisien- Uruguay / Anjuss- Brazil, Products are Men's Women's Tee / Jacket / Pants, Leggings and Dress,

Responsibilities:

- Identifying customer and supplier **for right product** and start negotiating **price and Capacity**,
- Working for seasonal costing and attend the **On-site meeting for Negotiation** and approvals,

- Co-ordinating with cross function team and Factories to maintain price and **cost saving** options to maintain **budgeted CM** to Factory,
- **Sourcing Globally** the supplier of Raw material and Trims,
- Monitoring **Risk Analysis** meeting with IE and Tech teams to finding issues / Solutions with new techniques to improving Efficiency,
- **Capacity planning** /Balancing and Monitoring Shipping window,
- Organizing with accounts Monthly **stock Inventory**, analysing stocks and **controlling purchase**,

2. Fashion Garments Pvt Ltd in Vietnam: Manager Merchandising. Jan 2017 – May 2021.

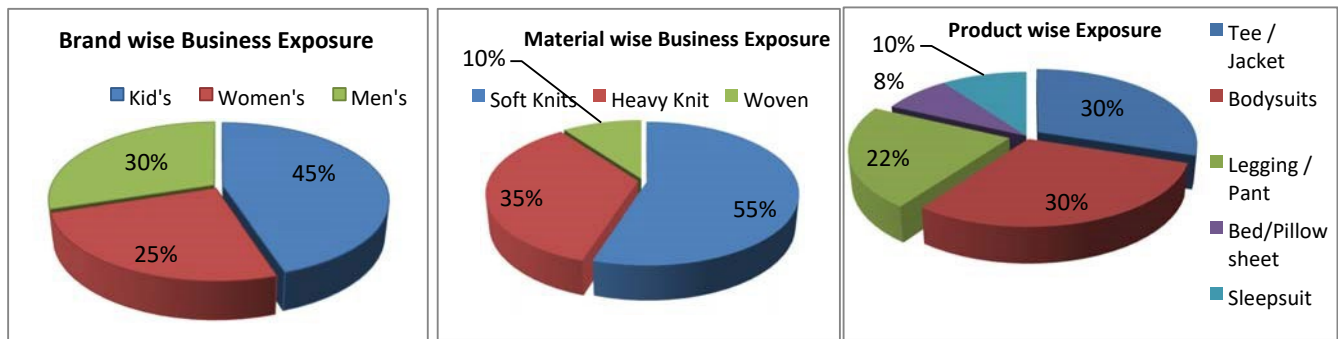
Handled **\$ 41 Million** with **13 team** members at the head office of this company and monitoring and controlling **6 production** factories in different locations in Vietnam,

Handling buyer: Carter's / Oshkosh / Levi's / The Children's Place /Tommy Hilfiger and Puma, and Products are Kids, Babywear /Men's Tee / Jacket / Pants, Leggings and Dress,

Responsibilities:

- Preparing and Analysing the **3Y Sales map** with BU heads and sign off the budget,
- Sustain **98% DIFOT / 100% OTT** by Effective YTT flash Meetings,
- Currently Performing **A grade** KPI,
- **Sys. Problem Solving** in Development /Production and Cross function dept,
- Good exposure to different aspects of all Kind of **Embellishments / Wash and Dye**,
- Working for seasonal costing and attend the **On-site meeting for Negotiation** and approvals,
- Co-ordinating with cross function team and Factories to maintain price and **cost saving** options to maintain **budgeted CM** to Factory,
- Arranging **Risk Analysis** meeting with IE and Tech teams to finding issues / Solutions with new techniques to improving Efficiency,
- **Capacity planning** /Balancing and Monitoring Shipping window,
- Organizing with accounts Monthly **stock Inventory**, analysing stocks and **controlling purchase**,
- Working with Compliance / Quality team for Clients **Safety and Compliance** issues as well assisting to conduct annual Audits
- Working with Nominated laboratories for **Annum Testing / Inspection / Certification** requirement and approving budget for the same after Negotiation agreement with them
- Monitoring and Guiding to TM for **Projects 24**,
- Analyses and Monitoring team member's **Strength and Requirement** to improve their **potential**,

Product Exposure:



3. Jay Jay Mills - India/Sri Lanka/Bangladesh: Manager Merchandising. Dec 2006 – March 2016

With 6 team members, handled \$22 Million Annum sales, where the organization sales were US\$ 120M.

Handled Exclusively Kids & Babywear product, Customers are **Wal-Mart** USA, **Garanimal's**, **Carters**, Mother care, Next & Kmart,

Responsibilities:

2013 – 2016: As Manager Merchandising, End to End Marketing and Merchandising process (Bangladesh)

2011 – 2012: As Senior Merchandiser -Costing ,Pre-Production and Supply Chain -Raw material (Srilanka)

2006 – 2010: As Sourcing Merchandiser for Raw Material and Sampling Development, Yarn to Pre-Production sample approval, (India)

Personnel Information: Male, 41 Yrs Married Indian,

Education: Periyar University, Tamil Nadu - 2003 - Bachelor of Science (Botany),

Languages: English, Tamil, Telugu, and Bangla and beginning Vietnamese/ China.

Reference:

1. **Ashoka Seneviratne** – Marketing Director – Hirdaramani Vietnam Knit and Intimates (VN & SL) (+84- 908146116).
2. **Thanveer Ahamad** – VP Quality and Raw material, East man Exports -India, **(+91-9845358772)**,
3. **Thiru Moorthi Devaraj**– Director Marketing at **PPJ Group**, Vietnam, (+84 938212361)

Conclusion:

I am prepared to build my career with your business in the long term if an opportunity were given to me and will be the one of the active members in the organization improving Business Goals.

Thank you,
Yours Sincerely,

Srinivasan Madurakavi.