**Name: Dhivya.R**

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| Objective |

To work for an organization with strong ethics and values as part of a team with a goal of maximizing profit while adhering to uphold all the above ethics and values.

Over all Experience in Garment Industry – 20 Years.

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| Strengths |

* Effective communication skill to deal with people from different walks of life and culture.
* Proficient in supervising team members, delegate duties, assign responsibilities and monitor their activities to improve schedule and achieve target on time.
* A goal oriented person, with a clear focus on the objective of a task and the drive to complete the same efficiently and effectively
* Coordination with all departments of organization on daily basis to ensure timely execution of the Merchandise in compliance with buyer requirements.
* A team player, who also understands the importance of team work and also how an individual can make or break the efficiency of a team.
* A drive for perfection

Seeking a challenging position which will test my professional competency and ability which will also help/drive me to constantly gain knowledge and contribute to the growth of the company by being a part of the best in the industry

***Professional Experience***

* **Daxit buying service Pvt Ltd (LLP)**

Designation: Business Head

Duration: Nov 2020 – December 2024

* **Cooneen By Design, UK**

Designation: Country Manager

Duration: Dec 2014 – 31 August 2020

* **Markant Trading Organisation, Hongkong LTD**

Merchandising Manager (Dec 2009 – June 2014)

* **Li & Fung Buying Ltd., Tirupur, India.**

Senior Merchandiser handling Woolworth account (July 07 to Nov 2009)

* **Deutsch Woolworth Sourcing, GERMANY**

Merchandiser ( June 2003 to June 2007)

**Job Responsibilities: (Senior Merchandiser in Deutsch Woolworth Sourcing, Germany)**

* Business development for the concerned business areas.
* Cultivating and strengthening client as well as vendor relationships.
* Negotiating costing and deliveries with clients as well as vendors
* Responsible for product development, orders booked and its execution.
* Managing the flow information and coordinating between all the internal departments of the

Organization with a Dotted line hierarchy

* Coordination with Multiple suppliers within the supply chain

**Planning:**

* Get the Time & Action plan from suppliers depends the buyer delivery date and execute the orders for on-time shipment.

**Management skills:**

* Manage the merchandising Teams + buyers and discussing regarding order planning and get approval works as per order plan.
* And Follow-up the Trims, Fabric, production teams for complete orders.
* Administrative and managerial policies and functioning procedures.

**Job Responsibilities : (Merchandising Manager In MTO, HK)**

* **Handling**: 900++ styles per year … with respect from product **development to shipment.**
* **Sourcing** – making style samples using trends provided by the Buying Team and according to the International trend.
* **Travel across India**& inside India for buyer meet / negotiations and for new product developments.
* **Participate in Product Development** with designers, buying team and vendors
* Garment + Fabric range presentation for seasonal presentations & sample development for sales meets with competitive pricing, keeping in view style, fabric &colour trend forecasts
* **Vendor development** - Identifying suitable vendors for supply chain partnership and expanding the vendor base towards sustained business growth
* Vendor **Capacity Management** for On-time delivery
* Periodic **SWOT analyse for Vendor** to strengthen our supplier base / Developing new garment vendors on the basis of technical and commercial capabilities to have backup & especially for special fabrics to promote business Possibilities.
* **Challenging the vendors through Open Cost Sheets to achieve better Prices** &Price comparison with vendors for new styles to remain competitive compared to other regional sourcing offices across the world.
* **Order execution** and coordinating with various teams to ensure prompt delivery and better quality
* Liaise with buyers and suppliers
* **Analysing sales data** and product demand for future trading
* **Vendor Management** – Coordinating product development, costing and following up on quality
* **Team Management** by assigning task to subordinates / Time and Action planning
* **Creating new opportunities** to increase the business
* **Meeting Customer Satisfaction thru timely deliveries and quality.**
* Regular Market updates to create business opening based on the Competitors activity

**Job Responsibilities : (Country Manager In CBD, UK)**

Country Manager with responsibility for overall management of Cooneen By Design operations to achieve financial, service, merchandising and quality etc to outreach goals. Directed daily operations while ensuring compliance with all norms and regulations along with technical quality team.

Coordinated branch sourcing efforts, and led ongoing training for team members. Managed human resource functions, conducted staff meetings, and evaluated employee performance. Prepared, Implemented, and monitored budget. Maintained internal audit programs to achieve factories adherence to customer policies. Proactively managed high valued clients and increased the turnover double the time.

* Identified financial needs and offered product and service recommendations.
* Analyzed competitors' product mix, pricing, and merchandising strategy and managed product portfolio
* Managed Merchandising and quality depts with 17 suppliers, 1,000+ SKUs, and $15.3M in turnover which included all below job responsibilities…

***Job responsibilities include:-***

* **Team Management:** Supervising a team of 18 members consisting of Merchandisers and Quality Controllers related to Sampling, Quality & Production.
* Provide leadership and direction to the team to ensure that the teams are able to deliver their Business objectives.
* **Formulated Time & Action calendars:** Finalize production capacity with factories prior to order placement based on inputs received from the buyer.
* Ensure On-time deliveries + complete vendor management.
* **Product Management / Development:** Managing various product lines and implemented new strategies to launch new products as per the client requirement.
* To work with the technical department to ensure the products meets the quality and safety requirements of the brand.
* Ensures all products/new projects are engineered and developed to meet targets while ensuring that appropriate product value is maintained.
* Responsible for the overall business target for the Division. - Responsible for implementing supplier strategic direction to support brand business objectives and product expectations
* **Negotiations:** Involved in price negotiations with customers and effectively closed deals with ease, also handling costing of new products.
* Oversee and agree relevant negotiation activities to deliver intake margin targets utilizing capacity and production planning to achieve best results - Deliver to best margin possible for each product and across products groups
* **Coordination and Follow-up:** Managing/Monitoring the teams Coordinating with customers, designers, merchandisers and various departments such as the quality and production department, sampling department and logistics department, in relation to order confirmations, placements and approvals. Follow-up with factories on issues related to styles placed, coordination and negotiation with domestic suppliers - fabric/ trims etc.
* Monitoring Report progress against agreed plans - Costing & pricing, order bookings & achieving targets.
* Travel: Frequent travels to foreign countries to source relevant new updates in the market. To create opportunity for value added items and to imports products which help to reduce prices ad make product attractive.

**Job Responsibilities : (Business Head In Daxit)**

Leveraged total tenure of nearly 18 years in apparel industry and final designation as a business head, with all responsibility as my previous company and included below actions as a business head…

* **Business Development:** Developed and enhanced business for the organization and ensured seamless sales and marketing activities to achieve the assigned targets.
* Develop new product ranges for different departments.
* Identifying new source opportunities and best sources of supply to ensure delivery of business targets.
* Motivate and manage the expectations of the team efficiently to drive the best value to the business.
* With strong business acumen + with technical strengths in KNITS & WOVENS. Responsible in assisting the director for Proactive leadership to identify, approve and develop new vendors technical team leaders, and other departments supporting the vendor base.
* Identify potential issues and provide resolutions.

**Educational Credentials:**

* Have completed my **B.Com (Bharathiyar University)**
* Have completed Diploma in Knit Garment manufacturing & Merchandising in **NIFT-TEA**.Tirupur.

**Skill Set:**

* Capable of working with MS Office, INTERNET, Mail
* Corel draw, Photoshop

**Personal Information**

Date of Birth : November 24, 1980

Husband name : D.Rajesh Kannan

Marital Status : Married

Religion : Indian

Linguistic Ability : Tamil & English