



M.F. SHEK FARIDUDEEN ALAM

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An innovative & dedicated professional aiming for challenging assignments in **Marketing / Merchandising/ Operations /Administration** with a reputed organization, preferably in **Textiles and Apparels** sector

SUMMARY

- 32 years' experience in Production Planning & Control, Sourcing, Marketing, Merchandising, New Product Development, Vendor Management, Key Accounts Management, Resource Management and Quality Assurance
- Resourceful in determining the pulse of the market, analysing trends and requirements and accordingly implementing business strategies for new product development
- Expertise in managing overall operations and achieving cost reduction through vendor development, curbing rework & rejection, materials management and inventory control
- Adeptness in implementing cost reduction measures to achieve saving in terms of material procurement & in-house processing cost; good at managing manpower resources, collecting raw material and preparing various trim records
- Deft in the management of customer development life cycle, product life cycle, production coordination and end to end project execution
- Experience of working under cross-cultural environments; proficiency in relating to people at any level of business and organizational hierarchy for ensuring smooth task execution
- A skilled communicator with strong leadership, relationship management, negotiation, people management, analytical and coordination skills
- With over a decade of leadership experience in the apparel industry, I am a COO who drives product development, production, global sourcing, and operations for best-in-class brands. I have delivered high-quality products that meet customer needs and expectations across big box, fashion, and sport sectors, working with iconic brands
- . Having completed a Master's Certificate in Apparel Merchandising

CORE COMPETENCIES

Strategy Planning
Management

Sourcing / Purchase

~ Business

Costing & Negotiations Assurance Management Vendor Management Management	Production Planning & Control Budgeting Key Account Management	~	Merchandising ~ Inventory	Quality Resource
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ORGANIZATIONAL EXPERIENCE

Since JANUARY 24 : PREMIER KNITS APPARELS INDIA PVT LIMITED , TIRUPUR.,

I am working as a “Business Head” handling all the operations of the company including administering knitting, printing and embroidery units as vertically organized company.

NOVEMBER 2022 – JANUARY 24 : M/S SMART FIT GARMENTS., TIRUPPUR...AS CEO .

I was working with this factory to re-engineer completely with all operations. I have done this in one year and made the organization completely re structured and ensured the smooth running of the company in almost 14 months.

APRIL 2019 TO SEPTEMBER 2022 : GENE APPARELS., Tirupur - AS COO (CHIEF OPERATING OFFICER) As the COO in Gene apparels I was taking care of the total operations of the company right from ensuring the orders and the total execution parts.

I leverage my expertise in sustainability and digital product creation to initiate and maintain strategic relationships with global mills and manufacturers, negotiate pricing with buyers and allocation, and ensure design intent is translated into production reality.

JULY 2016 – MARCH 2019 : Frontier knitters (p) ltd., Tirupur - as Head – Operations

Taking care of the total operations of the group by bridging the marketing/merchandising and production activities with a overall capacity of 2000 machines with a work force of around 3200 peoples with six different locations.

MARCH 2015 – JUNE 2016 : ACCEL APPARELS (A UNIT OF BANNARI AMMAN SPINNING MILLS) As General Manager – Operations.

Fully initiated and executed a 500 machines project from scratch and commissioned and set successfully.

Apr 09 – FEB 2015: Frontier Knitters Pvt. Ltd., Tirupur as General Manager-Marketing & Merchandising/ operations with 1500 machines capacity spread over 6 factories.

Customers Handled: Diesel (Italy/ USA), Guess (Italy/ USA), Replay (Italy), Teddy Smith (France), Marco polo (Germany), Campus (Germany), Rare Men’s (Italy), Dunes (Ireland), Red Tag (UAE), Anams (Saudi), Next (UK), Decathlon (France), C&A, etc.

Jan’08-March 09 : White House, Chennai as Chief Manager-Marketing & Merchandising

Customers Handled: Zooyark (USA), Billabong (France), Ecko Unlimited (USA), Roca wear (USA), Foria (USA), North River (USA), Kappa (Italy), Hilt (UK) and Heaton (UK)

April 04-Jan 08 : **RBR Garments (P) Ltd., Tirupur as Manager-Marketing & Merchandising** *Customers Handled: DKNY (USA & Europe), Fila, Timberland (Europe), Ecko Red, Mark Ecko (USA), Ecko Unlimited (USA) Akademiks (USA), Jos.A.Bank (USA), Oxbow (France), Carhart (Germany), Helly Hansen (Netherlands), Gear for Sports (USA), Volcom (USA), Mexx (Europe), DJ Murray (Scotland) and Bullrot (France)*

Key Result Areas:

- **Sourcing:**
 - Identifying, negotiating and developing a dedicated supplier/ vendor source for achieving cost effective purchases of raw materials and reduction in delivery time.
 - Managing overall procurement of raw fabric, chemicals and other necessary items after budgeting and planning funds for procurement ensuring optimum utilization & maximum cost savings
 - Assessing performance of the vendors based on various criteria such as percentage for rejections, quality improvement rate, timely delivery, credit terms, etc.
- **Merchandising:**
 - Steering merchandising efforts in harmony with the business objectives
 - Managing relations with international buyers for profitable product merchandising; interacting with cross functional departments for ensuring smooth functioning of all activities
 - Monitoring the inspection of samples and finished products; ensuring adherence to specified quality parameters and client specifications
- **New Product Development:**
 - Managing development of new products and conducting in-depth studies for determining parameters and quality standards
 - Facilitating new product development initiative with key focus on quality, cost & delivery
 - Carrying out market evaluation and thereafter developing, formulations as per quality standards applicable for the products developed
- **Stock Management:**
 - Interfacing with suppliers for sourcing of products including analysis of pricing parameters & profit margins, to secure the best interests of the organization
 - Planning and monitoring warehouse operations of receipt, storage, return of unsold stock, inventory control and monitoring inbound logistics
- **Key Account Management:**
 - Identifying key accounts on a global level and strategically securing profitable business; coordinating with dealers, buyers & customers and reporting to the top management
 - Building relationships with decision makers & key buyers in pre-sales negotiation stages
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- **Resource Management:**

- Leading, mentoring & monitoring the performance of team members to ensure efficiency in process operations and meeting of production targets
- Liaising with the Merchandising, Fabric and Production Teams to ensure continuous and free flow of garmenting
- Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst team member

PREVIOUS WORK EXPERIENCE

April 02-March 04 : **Maxwell Industries Ltd., (VIP Group), Tirupur as Asst. Manager-Merchandising**

Customers Handled: Try, Lovable, Live in and GKN

August'98 - March'02 : **Maurya Garments, Tirupur as Merchandiser**

Customers Handled: Dozing off (Canada), Jelly Fish Kids (Canada) and Peacock (UK)

June'91-july'98 : **Premier Mills Ltd., Coimbatore as Production Officer**

ACADEMIC DETAILS

2008 **MBA (Apparel Merchandising)** from Periar University, Salem

1990 **B.Sc.** from MK University, Madurai

ATA(from TAI)

DCS from Aptech

TECHNICAL SKILLS

- Well versed with:
- ERP (Enterprise Resource Planning)
- Windows, MS Office (Word, Excel & PowerPoint) and Internet Applications

PERSONAL DETAILS

Date of Birth: 27th February 1970

Address: 32A, Star Residency, CTC Labor Colony Ext., Dhara Puram Road, Opp. to Vivekananda

School, Tiruppur-641608

Languages Known: Urdu, English, Hindi and Tamil