
Prakash Selvaraj
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Desirous of working in an organization that provides adequate opportunities for career development and to learn to utilize my knowledge and contribute to the success of the organization through my sincere efforts

Experience (Senior Merchandiser) – 10 YEARS Experienced in Merchandising / Textile Industry

Senior Merchandiser | YASUL TEXTILES | Buying Agency | Coimbatore | Since 2023-2025

- Effective mail communication with the customer to all queries from order booking to shipment.
- Making Production TNA- Based on an order merchant's flow, the TNA calendar is prepared.
- Execution of sourcing trims/accessories – Follow up with the supplier of the raw material.
- Preparing Production file – with details of documents, approvals, samples, swatches and comments on samples from the buyer.
- Conduct PP meeting with the supplier's quality team and production team – In this meeting we discuss style construction details, PCD and hand over the production file to the production quality team.
- Coordination with Third party inspector / QA for Final inspection of shipment- SGS India and Hohenstein India.

Production Merchandiser | Jay Jay Mills (India) Pvt Ltd, Tirupur | Since 2021-2023

- Making Production TNA- Based on an order merchant's flow, the TNA calendar is prepared.
- Execution of sourcing trims/accessories – Follow up with the supplier of the raw material.
- Preparing Production file – with details of documents, approvals, samples, swatches and comments on samples from the buyer.
- Conduct PP meeting with the quality team and production team – In this meeting we discuss style construction details, PCD and hand over the production file to the production quality team.
- Coordination with buying house QA for Final inspection of shipment.
- Approving printing, embroidery production, and other subcontracting work. Execution of orders whether it is running on time.
- Coordination with the buying house if any clarification is required during production.
- Coordination with buying house QA for Final inspection of shipment.
- Coordination with the shipping and documentation department forwarding the approved shipment. Keeping track of the status and updating same to management
- Identify and report on market and competitor products, pricing, and positioning in the various global markets. Develop post-sales campaign reports (sell in by region/market/global, best sellers). Prepare merchandise plans to define new collections and liaise with the Design Team on product specifications
- Constant market research and competitor analysis. Weekly monitoring of sales. Contributing effectively to Research & Development by continuously innovating techniques & materials and trying various methods & options to make the sample economical. Follow up with the team to ensure delivery times

Sample Merchandiser | KPR MILLS LTD, Tirupur | 2015to 2021

- Checking all the details in the order sheet once received from the buyer.
- Communicate with the buyer regarding any discrepancy in the order sheet.
- Regular follow-up with the Merchandiser In-charge for on-time submission of samples. Issuing endorsement to the EXIM department. Owning sections of store merchandising
- Coordinating with internal departments in preparing product costing.
- Monitor the development of fabrics, trims, accessories, print, embroidery, appliqués, badges & washes.
- Comments received from the buyer are communicated to suppliers. Assists Senior merchandiser in issuing production files to factories.
- Analyze, monitor, and merchandiser in getting OC numbers, and ordering fabrics, trims & accessories. Continuous follow-up with fabric, purchase dept & suppliers for on-time delivery of materials. Develop merchandising for large storewide promotions, and work closely with buyers and marketing to schedule promotions
- Building a strong identity for the Brand, translating brand philosophy to a definitive product range. Build long-term consumer-focused, market-driven, and brand-right creative design direction across product categories. Establish creative strategy, product innovation rhythm & timeline schedules for the Brand
- Tracking and analyzing customer needs to be based on customer behaviors including searching, browsing, and purchasing, analyzing and identifying problems and opportunities, and responding accordingly, engaging the cross-functional team where necessary. Synthesize and analyze relevant content metrics
- Develop merchandising for large storewide promotions and work closely with buyers and marketing to schedule promotions. Propose new traffic-driving content strategies. Coordinate with multiple teams to provide thorough and authoritative category creative content. Analyzing proof of performance reports
- Develop and analyze new merchandising tactics that sell products across categories and increase conversion rates, documenting the results and sharing best practices with the team. Email programs, new product launches, cross-category placements, developing site-wide events, browsing tree design, and search results.
- Develop merchandising for large storewide promotions and work closely with category managers and the merchandizing team to schedule promotions. Assist execution of the plan as per the site merchandising calendar.

Buyers Handled: Lidl – Germany | Tomy Hilfiger – USA | Target – USA | Max- Dubai | TAO- France | REPLAY- Peru | Lee Cooper – Dubai | REWE – Penny Customers | D-mart and Vmart in domestic.

Additional Skills: Microsoft packages (Outlook, Excel, Word, PowerPoint) | Networking Skills (LAN, Ethernet, System assembling, | Driving/ English learning is a hobby

Qualification: BE(ECE) – 64% (April 2015) Maharaja Engineering College, Avinashi, Tirupur district, Tamilnadu.

Bio Data: S/o, Selvaraj | DOB: 11-05-1995 | Married | Native & Present address: 15, Velampalayam, Tirupur- 641652, Tamilnadu.

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