

RAJA.DATCHINAMOORTHY

OBJECTIVE

Quest to work in a real professional atmosphere enable to utilize my talents and expertise.
Passionate in travel and explore new challenges to widen spectrum of my knowledge.

EDUCATIONAL QUALIFICATION

BBA

Computer literacy – MS Office, SAP,ERP

PERSONAL TRAITS & ACHIEVEMENTS

- ✚ Experienced working in Liaison offices & in Factories (in India & Overseas).
- ✚ Experienced in Circular Knits, Flat knits & Woven product categories.
- ✚ Strategic planning, Strong decision making ability in day to day activities i.e., trouble shoot challenges and control to achieve shipments on time & within the budget.
- ✚ Self-motivated team player, Can able to handle clients and team by taking self-ownership.
- ✚ Well versed with MS office and ERP systems.
- ✚ Result oriented - constant monitoring, measuring and implementing corrective measures.

PROFESSIONAL EXPERIENCE –CHIEF OPERATION OFFICER

Organization: Premina Exports, Tirupur, Tamilnadu
Period : June-2024 to July 2025

Label handled: Europe: - SINSAY (LPP).
US : - CAN, KWC, C-LIFE.

RESPONSIBILITIES

- ✚ Responsible for order booking & execution, Capacity Planning, Budget and Control P&L for the factory.
- ✚ Responsible for factory operation improvements and monitoring compliance standards.
- ✚ Guiding & lead department heads to optimize resources & to improve efficiency
- ✚ Conducting weekly review meetings with teammates & trouble shoot bottle neck and resolve amicably to meet the dead lines.
- ✚ Reviewing order reconciliation after shipment and provide road map for corrective measures
- ✚ Lead Team management, Supplier Management & controlling order progress.

PROFESSIONAL EXPERIENCE – TEAM LEADER MERCHANDISING

Organization: Compass Tex India Pvt Ltd, Tirupur, Tamil Nadu ([Buying Office](#)).
Designation: Team Leader- Merchandising
Period : Dec-2021 — May-2024

Brands handled: Europe: - TRUSTED HANDWORK, DRYKORN, INTERMEET FASHION.

RESPONSIBILITIES

- Lead a team of PD & Bulk merchandisers.
- Responsible for business turnover & achieving target margin for the given labels.
- Participating in Design + seasonal development planning and style creation.
- Responsible for business activities as per the customer calendar in terms of design input, sales meetings and bulk deliveries.
- Control & monitor order bookings as per factory strength and capacities.
- Coordinate with all stake holders to achieve common understanding for better business prospects.
- Attending meeting with customer and factory on a weekly basis to ensure smooth business flow in progress.
- Trouble shoot critical areas and provide alternate options to customer in support with internal and Factory technical team.
- Exploring new product Sourcing and research in line with customer potential business model.
- Reviewing Inspection schedules and reports weekly/daily basis and ensure the orders are on Track.
- Analyze business growth season/annual calendar and set road map & action plan for short / long term goals.
- Train and motivate team to work independently.

PROFESSIONAL EXPERIENCE – MERCHANDISING MANAGER

Organization: IE TRUST INDUSTRY PVT LTD, TIRUPUR, TAMIL NADU.
Designation: Merchandising Manager
Period : Jan-2019 — April-2020

Labels handled: Europe: - Orchestra Premaman SA.
US : - NAUTICA

RESPONSIBILITIES

- Looking after entire merchandising activities from product development to shipment till payment realization.
- Attending buying meetings and ensure orders are booked to fulfill factory capacity across clients.
- Conducting order briefing meeting and allocating orders to subordinates to ensure smooth & faster order execution with clear inputs.
- Trouble shooting challenges, finding solutions in advance. Getting confirmation from clients and with internal teams to have clear order execution.
- Conducting weekly review meetings with internal teams to monitor process flow and ensure things are geared up as planned. If any deviations found, are addressed across teams and corrective measures are taken in time.
- Monitoring real time updates and ensuring team and clients are on same page.
- Meeting with suppliers and outsource factories to utilize their strength as per our factory requirements

PROFESSIONAL EXPERIENCE – SENIOR PRODUCT DEVELOPER & ORDER PLACEMENT - KNITS DIVISION- INDIA & PAKISTAN

Organization: ORCHESTRA BUYING AND RETAIL INDIA PVT LTD (Liaison Office of French Kids wear Brand "ORCHESTRA")
Designation: Sr.Product Developer & Order placement for INDIA & PAKISTAN – Knits
Period : April-2017 — Jan-2019

RESPONSIBILITIES

- ✚ Responsible for Identifying potential factories
- ✚ Developing new product ranges in line with new market Trends.
- ✚ Evaluating Factory's strength in terms of product expertise, finance and their execution.
- ✚ Conducting pre negotiation meeting with factories and final negotiations with overseas buying team to achieve better order conversions.
- ✚ Guiding factories for smooth order execution and file handover process.

PROFESSIONAL EXPERIENCE – MERCHANDISING HEAD

Organization: Blessings Exports – Noida, India.
Designation: Merchandising Head – Woven & knits
Period : April 2012 — March-2017

Label handled: Europe: - Orchestra, Catmini, 3 Pommes, IKKS & Maan Kids.
US : - IMOGA, Velveteen.

RESPONSIBILITIES

- ✚ Heading Product Development and Bulk production activities of given labels.
- ✚ Heading fabric sourcing & planning department.
- ✚ Responsible for business & profitability of the given accounts.
- ✚ Guiding a team of three production merchants + 2 Product developers
- ✚ Attending business meetings with clients.
- ✚ Working out garment FOB, receiving purchase orders and reviewing with the team and ensures all the parameters are met as finalized with buyer/buying agent.
- ✚ Setting up TNA and getting confirmation with buyer, booking factory production capacity.
- ✚ Ensure other departments receives files on time which consists of all relevant data with precise BOM, shell fabrics, trims with specimens to ensure accuracy in making Proto, size sets and PP samples.
- ✚ Conducting weekly review meetings with teammates & ensure TNA is followed as planned & giving guidance wherever required.
- ✚ Ensure orders are executed on time and within the budget allowance.
- ✚ Reviewing reconciliation after each shipment and reviewing the points to improve on future orders.
- ✚ Setting up goals for the team every season in terms of turnover, on time shipments, units target etc.
- ✚ Supplier Management & controlling order process.

PROFESSIONAL EXPERIENCE –SR.MERCHANDISER – KNITS

Organization: SOUTHERN CLOTHING COMPANY, TIRUPUR, TAMILNADU
Period : Dec 2009 – March 2012

Labels handled: Takko Fashions- Germany, Fipotex Europe, Zizzi Jeans-Denmark, Japan Rags-France & Longboard-France.

RESPONSIBILITIES

- ✚ Handled Development & Production.
- ✚ Receiving new developments from buyer, executing samples based on buyer requirement & confirming FOB price based on fabric & trims prices based on market trends.
- ✚ Executing orders as per the TNA to meet the buyer delivery date
- ✚ Report daily production status to Buying houses & Top Management.
- ✚ Obtain all approvals well in advance for production
- ✚ Close monitoring of production and execution of the order with the production departments by conducting weekly review meetings.

-  Make sure of quality has been followed as per the buyer stringent requirements.
-  Maintaining records of the complete order for future reference from sample development to bulk Shipment
-  Planning and procuring the qty of fabric ,trims and accessories
-  Ensure achieving 100% Shipment & on time deliveries within the budget allotted.
-  Highlighting PD callouts to buyer / buying agent well in advance.

PROFESSIONAL EXPERIENCE – FABRIC MANAGER & MERCHANDISER

Organization: FGM LANKA Pvt. Ltd in **SRILANKA** (A GERMAN BASED COMPANY)
 Period : Apr 2008 – Apr 2009

Label Handled: Takko Fashions -Germany

RESPONSIBILITIES

-  Lead the progress of fabric sourcing, Printing and merchandising activity for Label handled: TAKKO FASHION GERMANY.
-  Allocating lot quantities based on garment qty & the size ratio required.
-  Receiving & executing new developments from buyer,
-  Confirming garment FOB price considering current market scenario and actual taken from particular.
-  TNA execution to meet the buyer delivery date
-  Obtaining the approvals well in advance for production
-  Close monitoring of production and execution of the order with the production and QAD.
-  Make sure of quality meets or exceed buyer standard.
-  Updating the concerns regarding order process by conducting a weekly review meeting.
-  Coordination with the buyers and buying offices throughout the orders right from development stage.
-  Inspecting to the supplier units and giving feedback to them to improve quality standards.
-  Certifying Invoices and Purchase orders to arrange payments correctly to the suppliers.
-  Updating order progress, Purchase orders through ERP systems.
-  Make sure of production lead time as it has been planned & as required.

PROFESSIONAL EXPERIENCE – FABRIC SOURCING EXECUTIVE (KNITS)

Organization: BLR KNITS PVT LTD, BANGALORE
 Period : Jun 2003 – Mar 2008

RESPONSIBILITIES

-  Handled complete process of sourcing fabric.
-  Deciding yarn count & knitting parameters.
-  Allocating lot qty's for dyeing and finishing process.
-  Developing / sourcing new fabrics and new fabric patterns in Knits.
-  Coordination with the dyeing units and with the printing units to execute the orders on time as planned.
-  Make sure of quality as per the buyer quality standards.
-  Updating the concerns regarding order process.
-  Inspecting to the supplier units and giving feedback to them to improve quality standards.
-  On time execution and within the costing estimated.

PERSONAL INFORMATION

Father's Name : Datchinamoorthy.P
D.O.B : 18-11-1985
Gender : Male
Language Proficiency : English & Tamil, Kannada (fluent speaker) & Hindi (fluent speaker)
Marital Status : Married
Passport : [Valid Till March -2028](#)
Email id : rajkarnaa@outlook.com
Mobile No : +91-9363917966

I hereby declare that the above given information is accurate and true to the best of my knowledge.
I assure my best service at all times.

Place: Tiruppur

Date:

Signature

(Raja.D)