



## SUBRAMANIAN.G

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### PROFILESUMMARY

- A versatile textile technologist with career success of over 24 years in managing, Capex / Cash flow / Merchandising / Marketing/ Sourcing/ Production planning/ New product development with renowned business organizations in garment industry.
- Managed Merchandising with 14 Assistance, 12 suppliers, 1800m/c+2DC' sand \$32M in sales, which includes product life cycle from creation to disposition, vendor management and negotiations including minimum purchase quantities, rebates, and costs
- Lead development and design of over 200 products in every season for both domestic and international markets.

#### Key Strength Areas

- Sourcing/ Procurement • Merchandising • Production Planning • Sampling • Product Development • Business Development • Order Processing • Team Leadership

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### PROFESSIONALEXPERIENCE

Rycla Overseas

Since Dec-2020-Oct-2025

#### General Manager-Operations

#### Duties and Responsibilities:

- Developed and implemented policies and strategic plan to increase business over 5 years
- Formulating, recommending and approving the implementation of organization-wide programs, policies, and procedures and ensuring that they are clearly understood and carried out consistent with operations standards and regulations.
- Developing sustainability throughout the organization by the development of a Foundation or a strategic giving program.
- Creating an environment in which others are motivated to remain with the organization.
- Analyzed business opportunity and created a go forward strategy that the investors adopted.
- Lead a team of 18 to collaborate on every project to ensure brand consistency in campaigns and events
- Drove operational efficiency to maximize financial results through business strategy conversions and KPI
- Overseeing the day-to-day operations for the company with direct and indirect all reports.
- Formed and maintained strong relationships with key clients and partners, resulting in a 25% increase in revenue from existing accounts
- Prepare cash flows, closely monitored and executed
- Co-ordinate with factory for ensuring continuous feeding to factory
- Interacting with Buyers in meetings, thru zoom or google meet also through mails
- Directed the assurance of all legal and regulatory documents filed and monitored to comply with law

**Best Corporation Pvt Ltd-Tirupur**  
**Divisional Merchandising Manager**  
**Handling-Hanes, TCP, FOTL,**

**Dec-2017toFeb-2020**

**Duties and Responsibilities:**

- Factory in Ethiopia controlled and managed by Indian Team
- Working as intermediate between factory & customer, and be as a troubleshooter of every issue.
- Business planning & Factory production plan prepared, monitored and co-ordinate
- Responsible for providing continuous feed to factory and ensure on time shipment,
- Carried out all kind of Product development and capacity planning.
- Following upon all merchandising activities & order processing
- Pricing & negotiation carried out for all kind of products,
- Follow-up on new product Developments/Sampling,
- Budget planning, Trims planning in internal ERP system and ensure orders are moving as planned
- To ensure proper execution of orders until shipment to meet on time delivery.
- Tracking and follow-up of all fabrics, accessories on time to get in-housed
- Ensure teamwork, quick response and better coordination
- To ensure smooth & long-term relation with buyers by constant interaction for taking and confirming the orders and also updating Client on the status in time.
- Following up of the Garment and fabrics testing to meet the buyer requirements.
- Production Planning and Controlling.
- Co-ordinate and troubleshoot for all kind of Documentation issues
- Leading a team and managing with good teamwork environment
- Rejection rate control measure has taken for all kind of products

**FIRST GARMENT MANUFACTURING COMPANY-MADURAI**

**Oct 2009–Sep 2017**

**Merchandising Manager**

**Handled- Decathlon**

**Duties and Responsibilities:**

- Responsible for product development support and formal commodity related to product category.
- Establish and maintain vendor relations and serves as a liaison between company and suppliers for resolution of problems.
- Successfully reduced inventory 30% by implementing creating new designs and development
- Annual Turnover handle over 14 million \$ for sportswear products
- Responsible for full filling production capacity, Getting forecast on season basis and booking done
- Responsible for financial results including inventory levels and sales success of individual commodity.
- Maintaining order management file for orders tracking
- Develops and executes negotiation strategy with suppliers.
- Ensures that the final product or service meets customer requirements and abides by all regulatory product standards.
- Communicates all issues, actions and solutions related to product category to required internal customers.
- Established a training program and assigned tasks as appropriate
- Accessories chasing from trims Sourcing & Purchasing dept from the vendors.
- Responsible for the handling of complex projects from start to finish.
- Seek out ways to increase efficiencies with vendor negotiations and process improvement.
- Defines and drives purchasing strategies to ensure high quality products and high fill rates.

- Support negotiations with vendors and maintain knowledge of competitive and industry trends to stay abreast of best practices.
- Reduce the cost of Inventory on new products,
- Proficient in advanced level MS-Excel ability to pickup new internal systems and databases at rapid pace,

#### **Achievements**

- Maintained Zero PO's overdue for release at all times.
- Recorded Zero potential purchase shortages at all times
- Maintained Forecast receipts over requirements (3-month view) at all times.
- Achieved 100% on time commodity display in stores at all times.

#### **Geena Garments-Tirupur**

**Apr 2006–Mar 2009**

##### **Sr. Merchandiser**

*Handled:-Lindex, Tencate, Guess, Kappa*

- Managing team with juniors
- Follow-up with outsourced suppliers ensure the product is on time with right quality
- Continues Follow-ups on Fabric and trims
- Sample development till Protosample to PP samples
- Preparing T&A and planning for production, and keep tracking till shipment
- Conducting Fabric inspection based on 4 point system
- Providing approvals for Fabric and trims
- Inline inspection and final inspection carried out and offer for buying QA
- Sample development Proto to PP sample and getting approval to proceed for bulk
- Successfully analyzed performance charts against defined parameters and introduced product modifications if needed.
- Designer collection and seasonal collection development to convert into the bulk order with hit rate of 60%
- Managed development of fabric samples through new /existing sources, worked out costing and stabilized sources of supply for every phase.
- Defined the critical path for every phase and held weekly meeting with supplier to identify and eliminate bottlenecks. Attended PP meeting with QC before providing clearance for bulk production in factory.
- Streamlined logistics activities to ensure shipment of quality goods on time.
- Successfully undertaken product development every month for European buyers
- Efficiently handled sample development, updated buyer regularly on production and arranged fabrication of all accessories and trimmings in the factory by DPR report.
- Regularly coordinated with the production team to ensure execution of orders on time.
- Attended weekly meeting with merchandising and production team for smooth processing of orders.

#### **Varsha Impex-Tirupur**

**May 2000–Mar 2006**

##### **Asst. Merchandiser**

- Continues Follow-ups on Fabric and trims
- Conducting Fabric inspection based on 4-point system
- Coordinating with Outsource suppliers and Senior to get approvals,
- Inline inspection and final inspection carried out and offer for buying QA
- Sample development Proto to PP sample and getting approval to proceed for bulk
- Successfully analyzed performance data and charts against defined parameters and introduced product modifications if needed.

- Getting approvals from buying house for all kind of samples and trims cards.  
Product Development
  - Interacted with vendors local and overseas vendors to manage Production timelines.
  - Managed product development covering specification details, product testing, cost analysis, quality assurance, color, fit, and style approval. Regulated standards for washing and screen printing.
  - Worked regularly in the team to execute designs as planned. Defined standards for fit, grading, measuring, construction and tolerance.
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#### **EDUCATION:**

- Diploma in Textile Technology–Erode Institute of Technology
  - Diploma in Export Management-National Institute of Export Management
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#### **Personal Data**

Date of Birth: 17<sup>th</sup> June 1981

Marital Status: Married

Salary Expected : Negotiable

Passport details: -L7281635