

## HIDHAYATHULLA A.S.

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### PROFESSIONAL OBJECTIVE

Seeking a General Manager position in Merchandising for an apparel manufacturing company to leverage 28+ years of progressive experience in merchandising operations, supply chain optimization, product development, and team leadership to drive operational excellence and business growth.

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### EXECUTIVE PROFILE

Results-driven textile professional with 28+ years of proven expertise in leading high-performance merchandising operations for multinational apparel manufacturers and exporters. Demonstrated track record of managing complex supply chains, optimizing sourcing strategies, developing premium products for global retail brands, and building cohesive teams. Known for strategic decision-making, operational efficiency, and delivering measurable business results in competitive global environments.

#### Core Competencies:

- Strategic Merchandising & Sourcing
  - Production Planning & Operations Management
  - Supplier Relationship Management & Vendor Development
  - Product Development & Quality Assurance
  - Team Leadership & Organizational Development
  - Supply Chain Optimization
  - Budget Management & Cost Control
  - Business Development & Client Relations
  - Process Improvement & Efficiency Initiatives
  - Global Retail & Export Requirements Compliance
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### PROFESSIONAL EXPERIENCE

#### CASCADE EXPORT PVT LTD | Chennai, India

**General Manager Merchandising** | Since Feb 2020

- **Leadership & Operations:** Recruited, onboarded, and developed high-performing teams; established organizational structure and standards that achieved sales targets, profitability goals, and market share growth

- **Strategic Planning:** Developed and implemented comprehensive merchandising strategies encompassing sourcing, product development, and quality assurance to capture and retain business in competitive markets
- **Budget & Resource Management:** Managed departmental budgets, resource allocation, and financial planning; controlled operational costs while maintaining quality standards
- **Process Optimization:** Organized and led pre-production and production meetings across departments; identified bottlenecks and implemented process improvements to enhance efficiency
- **Supplier Management:** Established new business relationships and nurtured existing partnerships; maintained strategic vendor connections across Bangladesh, China, and India
- **Product Development:** Leveraged expertise in reading technical drawings and specifications to develop cost-competitive products meeting customer requirements
- **Team Development:** Provided guidance and mentoring to junior staff; resolved internal conflicts and fostered collaborative working environment
- **Quality & Compliance:** Oversaw quality assurance initiatives and regulatory compliance across all production stages

### **LOWE CLOTHING INTERNATIONAL LIMITED | UK Apparel Sourcing Office** Sourcing and Merchandising Manager | June 2015 – June 2018

- **Team Management:** Designed and implemented organizational structure for sourcing, product development, and order management functions
- **Inter-departmental Coordination:** Facilitated communication between Merchandising, Sales, Marketing, Finance, and IT departments to align resources and improve global processes
- **Supplier Evaluation:** Established comprehensive supplier evaluation and grading systems to ensure financial and product strategy alignment with customer requirements
- **Cost Optimization:** Restructured outerwear jacket sourcing from China to Bangladesh, achieving significant cost savings and improved operational efficiency
- **Supply Chain Analysis:** Identified and implemented critical path improvements; reduced work-in-progress inventory and optimized production performance
- **Strategic Relationships:** Maintained key supplier partnerships across China, India, and Bangladesh for premium products (Winterbottom School wear, Ellis Rugby, Ed. Walters brands)
- **Team Leadership:** Led, motivated, and coached teams through process implementation; fostered proactive problem-solving and collaborative approach

### **GEEBEE BANGLADESH LIMITED | Dubai-Based Export Company** Merchandising Manager | April 2013 – April 2015

- **Vendor Relations:** Established and maintained strong vendor partnerships; served as primary liaison for supplier coordination and conflict resolution

- **Product Development:** Provided comprehensive product development support and commodity management across product categories
- **Supply Chain Strategy:** Negotiated best value for fashion products for UK retailers (George, Next, Matalan, Albion, Stun Craft, Pacific Brands)
- **Financial Management:** Managed financial results including inventory levels, commodity margins, and sales performance metrics
- **Negotiation Strategy:** Developed and executed supplier negotiation strategies to optimize pricing and terms
- **Quality Assurance:** Ensured final products met customer requirements and complied with all regulatory product standards
- **Vendor Performance:** Supported continuous vendor negotiations; maintained knowledge of competitive trends and industry best practices
- **Process Improvement:** Sought and implemented efficiencies in vendor negotiations and operational workflows

### **TEXTURES & WEAVES INDIA PVT LTD | Vertical Integrated Manufacturer Merchandising Manager | Oct 2007 – Mar 2013**

- **Supply Chain Development:** Developed stable supplier sources and negotiated long-term agreements to ensure uninterrupted supply chains; standardized contracts and optimized purchasing schedules
- **Sourcing Planning:** Managed apparel sourcing based on sales commitments and master flow from buying team
- **Vendor Leadership:** Provided leadership to purchasing and operations teams managing 30% of company's total purchase volume
- **Reporting & Compliance:** Prepared comprehensive trading notes and weekly buyer-wise order progress reports; maintained regulatory checkpoints for commodity outlook
- **New Product Development:** Identified new suppliers and finalized costing for new product development and future business initiatives
- **Financial Oversight:** Followed up on timely vendor payments and ensured bank realization certificates cleared for all seasonal orders

**Key Retail Clients:** Walmart (Garan), S. Oliver, H&M, Gucci, HEMA

### **MONDIAL ORIENT LTD | C&A Buying Europe Liaison Office Senior Merchandiser | Apr 2006 – Sep 2007**

- **Product Launch:** Successfully launched 3 private label programs; improved sales and profits through cost-effective products and enhanced margins
- **Risk Management:** Analyzed transit damages and secured adequate insurance coverage to minimize loss on damaged merchandise
- **Retail Innovation:** Instrumental in establishing first depot concept store for inventory testing before scaling to standard store inventory
- **Cost Control:** Procured products from bankrupt vendor during recession at optimal rates, generating substantial additional profit

- **Competitive Analysis:** Reviewed competitor pricing and implemented efficient markup strategy (2% or less) to recover lost market share

**Retail Coverage:** 1000+ C&A stores across Europe | Knitwear specialty team lead in Tiruppur

## WHITE HOUSE | Vertical Integrated Garment Export Factory

**Senior Merchandiser** | July 2002 – Apr 2006

- **Fabric Development:** Managed development of fabric samples from new and existing sources; completed costing analysis and stabilized supply sources
- **Production Planning:** Defined critical path for each production phase; conducted weekly supplier meetings to identify and eliminate bottlenecks
- **Quality Oversight:** Attended pre-production and quality control meetings; provided production clearance for bulk manufacturing
- **Logistics Management:** Streamlined logistics to ensure on-time shipment of quality goods
- **New Product Development:** Successfully executed monthly product development cycles for European buyers

**Brand Portfolio:** Ripcurl, S. Oliver, Zara (Inditex), Diesel, CWF, Billabong

## M.M. NAINA EXPORTS PVT LTD | Tiruppur

**Merchandiser** | June 1998 – June 2002

- **Sample Development:** Efficiently managed sample development and regular buyer updates on production progress
- **Raw Material Sourcing:** Coordinated out-sourcing of raw materials and production factories for large-volume orders
- **Team Coordination:** Regularly coordinated with merchandising and production teams; chaired weekly progress meetings for smooth order execution
- **Product Development:** Developed designer and seasonal collections; achieved 60% hit rate in bulk order conversion
- **Accessory Management:** Arranged fabrication of all accessories and trimmings; updated DPR reports for inventory control

## HHEC OF INDIA LTD | Quality Assurance Department

**QA Technician** | May 1994 – May 1998

- **Quality Inspection:** Conducted comprehensive quality inspection tests on incoming merchandise; established quality procedures at sewing plants
- **Testing & Standards:** Successfully managed garment lab operations; executed AATCC and ASTM testing protocols (flammability, shrinkage, washing, tensile strength, color fastness, weight, thread count)
- **Documentation:** Created technical reports and performance analysis; recommended product modifications based on testing data
- **Compliance:** Ensured quality assurance standards for Hanes Brand sleepwear and underwear for major retailers (Walmart, J.C. Penney, Costco, Lands' End)

- **Team Supervision:** Supervised technical staff; contributed improvements to company-wide quality manual
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## EDUCATION & QUALIFICATIONS

### **Diploma in Textile Technology**

Erode Institute of Technology, India

### **Bachelor of Business Administration (BBA)**

Annamalai University, India

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## TECHNICAL EXPERTISE

- **ERP & Systems:** EDI Sourcing Systems, Order Management Systems
  - **Quality Standards:** AATCC Testing, ASTM Standards, Regulatory Compliance
  - **Design & Development:** Technical Drawing Interpretation, Product Specifications, Cost Analysis
  - **Retail Expertise:** European Retail Requirements, Global Compliance Standards, Multi-Currency Operations
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## PERSONAL INFORMATION

**Date of Birth:** May 10, 1974

**Marital Status:** Married

**Salary Expectation:** Negotiable (Based on Role & Responsibilities)

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