

VENKATESH.K -MERCHANDISING MANAGER PROFILE



VENKATESH.K

INDIAN,
MALE

BANGALORE.

Mobile# +91-9738515149

email: venkatesankadirvelu@gmail.com

GENERAL INFORMATION

Total Experience	:15+ year(s)
Current Salary	:85000 P/M
Expected Salary	:1,25,000 P/M
Date of Birth	:22.07.1986
Languages	:English , Tamil , Hindi , Kannada
Passport Number	:U9754751

OBJECTIVE

Dynamic and results-oriented Garment Merchandising Manager with over more than 15 years of experience in the fashion and textile industry. Proven expertise in managing product development, sourcing, and supply chain operations, with a strong focus on optimizing inventory levels and enhancing profitability. Skilled in trend analysis, market research, and customer insights to drive effective merchandising strategies.

Demonstrated ability to lead cross-functional teams, collaborate with designers, and build strong relationships with suppliers to ensure timely delivery of high-quality products. Adept at negotiating contracts, managing budgets, and implementing process improvements to streamline operations. Passionate about sustainability and innovation in garment production.

CAREER TIMELINE



JUN 2023 – MAR 2024,
SENIOR MERCHANDISER,
BANGALORE –INDIA.



SEP 2019 –APR 2023,
PPIC MANAGER & MERCHANDISING,
HAWASSA –ETHIOPIA, & TAIWAN.



JAN 2016 – AUG 2019
SENIOR MERCHANDISER
BANGALORE -INDIA



JULY 2014 – JAN 2016
SENIOR MERCHANDISER
BANGALORE -INDIA



APRIL20 10 – JUNE 2014
JUNIOR MERCHANDISER
BANGALORE -INDIA

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KEY RESULTS AREA

- Develop garments as per seasonal requirements requested by customer.
- Handle communication and interaction with customers and respond to their enquiries.
- Source and develop raw materials like Fabric, Labels, Trims, and other accessories.
- Develop value additions – Print, embroidery, and Dry /Wet process.
- Develop washes working with washing plants and make options according to wash ranges.
- Costing and pricing, Review cost and finalize quotes to customer.
- Provide budget to management on development requirements every season.
- Collaborate with cross-functional teams from Design, Technical Design, Raw Material R+D, and sourcing to ensure on-time delivery per set calendar dates each season.
- Execution of sourcing Fabrics / trims for bulk- merchants do follow up with supplier for the raw material. Giving approval of printing, embroidery production and other subcontracting work.
- Evaluate colors, size, and Aesthetic look of fabric, trims, embroidery, print and fit of samples.
- Find a suitable factory block capacity and finalize price and garment delivery.
- Handle the merchandising team in effective manner with motivation. Lead the team to initiate works and execute the orders successfully
- Responsibility to bring the materials on time as per agreed TNA, or in advance for line feeding
- Maintain Merchandising KPI – On time fit approval, planned cut date and garment delivery.
- To work closely with the Quality & CSR team to support the sustainability strategy, agreeing and working together on future initiatives and ambitions.
- Work with liaison office for development and bulk order executions.
- Shipment follow up and Coordination with shipping department for shipment handover.
- Approaching new customers by researching market & analyses to grab to orders for company growth.
- Offer support for any issues that arise after delivery, such as defects or discrepancies in order fulfillment.
- Maintain communication with clients to ensure satisfaction with the received products.

BUYERS HANDLED

- Nautica
- Decathlon
- Dollar General
- BUFFALO
- GAP,H&M
- BENETTON
- OKADI,KIABI
- ARMONDTHEORY

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PRODUCTS HANDLED

- Sportswear, Active wear and Athleisure.
- KNITS – All kind of Men's & Women's Wear, Kids,
- Woven–All kind of Men's & Women's Wear, Kids
- Denim - Bottoms, Tops & Jackets
- Outerwear - Jackets, Quilted and down, Heavy jackets.
- Work wear ,uniform and protective cloths

CORE COMPETENCIES

- | | |
|---|----------------------------------|
| ➤ Marketing & Merchandising | Vendor and supplier Management |
| ➤ Negotiation | Costing and Pricing Strategies |
| ➤ Product Development | Business Development |
| ➤ Team Management | Global Sourcing |
| ➤ Trend Forecasting and Market Analysis | Team Leadership and Development. |
| ➤ Problem solving | Strategic Planning and Execution |

EDUCATION

- **B.TECH–Textile technology** –From Anna University, Chennai-Tamil Nadu.
- **DTT-Diploma in Textile Technology**-From Institute of Textile Technology, Chennai.

ITSKILLS

- Ms Office Package,
- ENTERPRISES RESORUCE PLANNING (STAGE AND ERM)
- WFX
- CRM

REFERENCE

- **Mr.Loganathan**-Factory Manager-Everest Apparel (Ethiopia)S.C Mobile #+251 980397362
- **Mr.Mohan**–Manager–Gokaldas Exports LTD-Bangalore. Mobile # +918123469355

Date:

Regards,

Place:

(VENKATESAN.K)