

# VENKATRAMANAN

---

**Venkatramanan958@gmail.com**

**Mobile +91 9677383472**

Highly accomplished professional with two years of experience in the fashion industry in areas of buying, merchandising, forecasting, market analysis, and customer service. A degree in the same has enhanced my capacity to work on the deliverables to produce a considerable output.

## **Career Progression**

### **Senior Sourcing & Merchandising., Jan-2023 till now**

#### **Hyve sports Pvt Ltd**

- Collaborate with designers and product development teams to understand product requirements and specifications.
- Source materials and fabrics required for garment production.
- Create production schedules and timelines.
- Coordinate with factories, suppliers, and manufacturers to ensure timely production.
- Monitor and manage the production process to meet quality and quantity standards.
- Negotiate with suppliers and manufacturers to secure competitive pricing.
- Track production costs and work towards cost-effective solutions.
- Maintain optimal inventory levels to meet demand and prevent overstocking or stock outs.
- Monitor and analyse sales data to make informed inventory decisions.
- Act as a liaison between various departments, including design, production, and sales.
- Keep all stakeholders informed about project progress and potential issues.
- Communicate with suppliers, manufacturers, and clients to ensure smooth operations.
- Stay updated on industry trends, fashion forecasts, and consumer preferences.
- Assist the sales team in presenting products to clients.
- Provide product information, samples, and pricing details to facilitate sales efforts.
- Maintain detailed records of production schedules, orders, and inventory.
- Prepare reports and documents related to product development and production.
- Implementing and establishing sourcing strategies – right source right price through supplier mapping.
- Product development – driven by passion for design, colours & shapes, keen eye for sustainability and proper risk assessment to ensure quality products are delivered. Strong in assessing tech packs, interpreting the needs of the design team and allocating to the right supplier to deliver on time samples.
- Cost saving initiatives – to deliver right price through open cost sheet management, consolidation and commodity negotiations.
- Critical path management - Technically strong and well versed in garment making & value-added processes, sound production knowledge and product risk assessment help in driving on time in full shipments.

## **Merchandiser – Sourcing & Merchandising**

**Le Shark Global LLP Pvt Ltd., Feb-2021 till Dec-2022**

### **Brand Handled: H&M and Pepco**

Category – Women's, Kids Leggings & T- Shirts.

### **Key responsibilities as Merchandiser**

- Issuing new design collection received from the Brand to vendors/suppliers for sample development based on the new requirement, price negotiation with competitive prices with vendors/suppliers to confirm orders.
- Order management - regular follow ups with factories with the help of critical path management.
- Ensuring that capacity booking, fabric allocation, trims ordering, testing etc., is on track & scheduling the PPM with QA team & factories to align the expectations & requirements of the brand are met, production follow-up with the factories for on time PCD & delivery.
- Close follow-up with our logistics team of the factories for export documentation & until the goods are INDC, while managing the order execution.
- Correspondence with buyer from the order received date till the shipment date.
- Communicating with suppliers for the follow up of the raw material.
- Handling orders from development stage to shipping, like - Order planning, costing & sampling approvals from the Brand.
- Consumption planning of fabric, sourcing trims etc., scheduling the production, production follow-up with the factories till final inspection.
- Communicating with shipping department for export documentation, while managing the order execution.

### **Academic Qualifications**

- B.tech. – Textile Technology from Pavendhar Bharathidasan College Trichy.

### **Personal Details**

Date of Birth	: 02-Mar-1999
Computer awareness	: Genesis, Brown tape, MS Office.
Marital Status	: Married.
Languages known	: English, Hindi & Tamil.