



## ***V. SUBRAMANIAN***

3/1239, 1<sup>ST</sup> Cross street, AVS. Naveen Garden, Neruperichal, Vavipalayam PO,  
Tirupur – 641602, Tamil Nadu, India.

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### **CAREER OBJECTIVE**

An experienced professional working for a leading buying house and gained experience in marketing, merchandising, supply chain, quality & management. Seeking to utilize the analytical skills to contribute for your organizations' growth.

### **SKILLS**

#### **Project management**

- Scheduled meeting between buyers and the buying agents.
- Prepared costing sheet for the products.
- Planned and worked towards the critical path to ship the product in time.
- Organized the team to work towards the betterment of the organization.
- Managed resources to bring about the successful completion of specific project goals and objectives.

#### **People management**

- Liaising with the company's senior management to determine human resources requirements.
- Managed strong communication between supplier, production team and senior management within the company.
- Strong motivator to all to achieve optimal productivity in an industry with a very high turnover.

#### **Financial**

- Proved to be an outstanding performer in price negotiation.
- Successfully increased turnover of every season and increasing overall profit.

#### **Technical**

- Knowledge and Experience fields including Production, Merchandising and Buying of Garments and Fashion Trends.
- Knowledge in different kinds of fabric, print, wash and embroidery.
- Basic knowledge in garment construction and pattern making.

#### **Computer**

- Fully competent with MS Office packages like, Microsoft Office, Excel spread sheet, Power Point and Out Look Express.
- Basic knowledge in CAD and ERP systems.

## WORK EXPERIENCE

2017 Nov – Till now **OVS INDIA SOURCING PVT LTD, Tirupur.**

**Senior Merchandiser**

UPIM Girls (Younger & Older Girls)

### Responsibilities:

- Arrangements of seasonal Buying meeting in Delhi with our customer & suppliers for order placements.
- Costing & strong negotiation with suppliers based on Market strategy during order confirmation.
- Regular follow ups with suppliers to send initial samples & approval submissions within the time frame for providing sufficient time for bulk production.
- Maintaining Critical path and co-ordinate with factory teams & clients to meet ON TIME shipments.
- Co-ordinate with our Technicians to support for achieving our required testing parameters and safety requirements.
- Co-ordinate with the Quality Assurance team to provide good quality of products as per requirements.
- Co-ordinate with our logistics team/suppliers to make shipments as per committed schedule.
- Frequently visiting new factories & propose the new products to clients by every buying meeting for business developments.
- Trying to provide guidelines to suppliers to improve the service level in all aspects for betterment of business growth.

2014 May – 2017 October: **NEXT SOURCING, Tirupur.**

**Marketing / Product development Merch**

Baby girls, Women's essentials & Newborns

### Responsibilities:

- Discussing with teams & providing samples for selection meeting to customer within time frame based on allocated factories.
- Costing and negotiating with buyers/ factories and responsible for order confirmation.
- Support to production team for initial approval submissions.

- Monthly doing product presentation to internal team to share the current trends & to be focused on future products.
- Weekly analyzing the Next directory and chasing customer to bring the new products which is suitable for Tirupur resources.
- Frequently visiting new factories & propose the new products for clients.

2005 Mar – 2014 April: **Excel Deals**, Tirupur.

**Marketing / Deputy Merchandising Manager**

Accounts handling: Ragno, Wemoto, Reitmans & Souris mini, etc..

#### **Responsibilities:**

- Costing and negotiating with buyers/ buying agents and responsible for order confirmation.
- Clarified client requirements, business needs and project objectives, via feedback sessions and client meetings.
- Sourcing new buyers for business and organization growth.

2001 – 2005 **M/s. Eastman Exports**, Tirupur, India.

**Merchandiser (Knits)**

Accounts handled: La Halle vetements, Wool worth and Ellos.

#### **Responsibilities:**

- Costing and negotiating with buyers/ buying agents and responsible for order confirmation.
- Responsible for approval of samples (size set, photo shoot and pre-production) and trims.
- Maintaining Critical path and co-ordinate with team members and outside contractors to meet deadlines, budgets, and client demands.
- Co-ordinate with the Quality Assurance team and logistic department to give a quality product and shipment planning.

### **EDUCATION**

**2012 - 2014** **Master of Foreign Trade, Pondicherry University, Puducherry.**  
(Distance Education course)

Trade Procedures and Documentation, Export Import Finance,  
Foreign Trade Legislation, Export Import Management,  
International Marketing Management.

**2006 – 2008** **Bachelor of Business Administration, Madras University, Chennai.**  
(Distance Education)

Business development process, TQM, Organization Structure.

## Environmental study in Management.

**2000 – 2001**      **Post Graduate Certificate Course in Merchandising,**  
National Institute of Fashion Technology (NIFT-TEA), India.

**Semester 2** Production Planning and Control, Export Import Finance, Quality System Management, Textiles and Garment Costing, Export Import Finance, Quality Assurance and Standards, Apparel Marketing and Management.

**1997 – 2000**      **Diploma in Textile Technology (SW)**, Subramanian Polytechnic,  
Pudukkottai, Tamil Nadu, India.

**Semester 7**      **Textile Management and Entrepreneurship**  
**Analysis of Textile fibres.**

**Group Project:** Comparative Analysis of Yarn manufacturing & its utilization.

**Academic Exposure:** Apparel buying and merchandising, Textile fiber yarn Manufacture, Printing and dyeing technology, Testing and Quality control, Garment designing, pattern making, Work study in apparel production, costing of apparel Products, Industrial management, Production planning and Control, Fabric Analysis.

### PERSONAL DETAILS:

DOB: 29/04/1981

Material status: Married

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