

**Fatinah Hayat**  
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## **Work Experience**

### **Strategy and Planning Support – Hunter Boots (May 2022 – to date)**

Setting up Planning and Trading processes to improve efficiency and productivity.  
Strategy development and road map for execution.

### **Operations Director Consultant – ON WHITE Ltd. (November 2019 – to date)**

Developing Operations for a Californian legacy womenswear brand relaunching in 2022.  
Logistics, 3PL partner sourcing and stock management between warehousing in Europe and U.K.  
Business and marketing strategy development.  
Digital strategy development.  
Branding and packaging solutions.  
Development of buying and merchandising processes.  
Team structure and hiring process.

### **Temporary Planner - Perry Ellis (July 2019 - September 2019)**

Supporting Planning team on range planning, buying and set up trading and planning processes.

### **Founder – The Hayat (July 2017 – May 2019)**

Building a social enterprise working with artisans globally to promote local crafts and communities.  
Designing, operating, managing an ecommerce site.  
Analysing KPIs and taking relevant actions to increase traffic and conversions.  
Building and maintaining relationships with key contacts.  
Designing with artisans to produce commercially viable products.  
Converting customers at pop-up shops and events.  
Financial and Operational planning.  
Managing logistical operations ie. stock storage and shipping procedures.  
Producing and implementing a digital marketing strategy.  
Networking and creating a buzz around the business.

### **Buying, Merchandising and Wholesale Manager – Donna Ida (September 2016 – April 2017)**

Designing and implementing business strategy, plans, procedures and structure.  
Building Buying, Merchandising, Wholesale and Production processes.  
Growing own brand from 18% to 38% of business and putting a strategy in place to take the company to 100% own brand. Managing the move from Magento to Shopify. Option and category planning for retail and wholesale.  
Range planning and putting together pricing architecture.  
Setting up company trading stance.  
Extensive competitor analysis.  
Managing and growing wholesale channel through acquiring new stockists and working closely with designers to build a compelling range. Monitoring sales and working closely with retail team to maximise re-orders. Briefing and training retail and wholesale teams with product presentations and information packs. Sourcing new factories in order to decrease production costs and manage productions risks better. Putting team structure in place and hiring team members.

### **Buyer/Merchandiser – Womenswear and Accessories, Donna Ida (December 2015 – September 2016)**

Managing OTB of £2m per season  
Developing company growth strategy through analysis of strengths and weaknesses, areas for potential growth and threats to the business.  
Setting up key buying, planning and merchandising processes ie Trading reports, continuity management programme, WSSI, planning tools, stock and sales reports and critical path management.  
Planning and buying mutli-brand package in line with strategy as well as sourcing new brands. Producing trend analysis reports and taking actions to support customer buying patterns.

Liaising with suppliers to manage stock in and out of business, consignment and markdown contribution negotiations.

Sell Through reporting for suppliers and managing SOR stock.

Managing monthly stocktakes and variances.

Planning promotional activity and end of season sales.

Setting up styles, creating purchase orders, and accepting stock in.

Responsible for hiring and developing Buying and Merchandising team.

**Senior Merchandise Assistant – Occasion wear, Dresses, Outerwear, Swim and Nightwear, Seraphine (July 2015 – December 2015)**

Analysing trade reports and setting departmental reporting in order to highlight opportunities and risks.

Managing production and prioritising production line.

Organising fabrics and trims from various suppliers to arrive at factories in time for production.

Raising purchase orders and identifying buy back options to maximise sales.

Managing continuity intake (imports and exports) to make sure sales were not missed.

Overlooking website visual merchandising – working closely with Marketing team to drive marketing activity to push sales.

Setting pricing strategies and supporting designers with analysis required to drive each seasons collection.

Proposing markdowns and promotions to increase trade.

Working closely with wholesale team.

**Senior Assistant Merchandiser – Menswear, Womenswear, Junior, Accessories and Outlets, Aquascutum 1851 Ltd. (September 2012 – May 2015)** Managing OTB of £8m per season.

Setting up, forecasting and managing WSSI.

Seasonal range planning, pricing architecture at style level and store allocation plans.

Managing OTB plans and signing off spend.

Monitoring critical path, overlooking allocations, preparing stock packages and targets for opening stores.

Creating markdown proposals and evaluating the impact on margin and terminal stocks.

Pricing and ranging terminal stock for outlet stores.

Liaising with buyers, store managers and distribution staff to ensure smooth running of the business.

Preparing Monday Trade Report, Business Update Pack and End of Season Analysis.

Producing size and price analysis as well as identifying bestsellers and key continuity styles.

Presenting figures and analysis in Trade Meetings and making recommendations to improve revenue.

Maintaining continuity line cards and OTB. Advising buyers when stock is required.

Planning and setting up markdown models and promotions for mid-season and end of season sales.

Managing, training, developing merchandise assistants and interns.

**Senior Merchandise Assistant – Menswear, Aquascutum Ltd (April 2011 – September 2012)** Maintaining and updating delivery schedules and allocating in line with range plan.

Organising stock consolidations where necessary.

Producing fragmentation reports and setting up allocation templates.

Updating line cards and reviewing where stock is required.

Preparing Monday Trade reports and analysing figures.

**Merchandise Assistant – Occasion wear and Dresses, Monsoon (March 2010 – April 2011)** Effectively managing stock from initial stages through to allocation.

Producing stock profiles, replenishment dynamics and maintaining line lists.

Liaising with suppliers, imports, distribution centre and branch merchandising to ensure the right products reach the right locations at the right time.

Forecasting sales, intake and despatch.

Producing in depth analysis (such as pricing and colour etc.) for strategy involved for new range.

Presenting trade analysis feedback in meetings.

Setting up and monitoring promotions and markdowns.

**Education**

- University of Westminster, 2004 – 2009: BSc Mathematical Modelling and Computer Simulation 2.2
- The Royal School Hampstead, Mathematics, Chemistry, Economics, and Business Studies.

**References available on request.**