

Mahafuj Alam

Merchandising Manager

Career Summary

14 years of experience in Merchandising and expertise in multiple cross-functional activities from product development till export. A proven leader with strong negotiation and communication skills, having proven track record of being highly motivated and team oriented, with strong leadership and analytical skills. Proven record to manage key-account relationship and achieving shipment and margin plans.

Experience

Total Year of Experience: 14 Years

1. Merchandising Manager (Nov 2018 to Continuing)

Company: **Vast Focus Limited**

Location: 7th Floor, House # 14, Road # 04, Sector # 01, Uttara, Dhaka



Key Product Dealing:

Woven -Outerwear

Major Buyer Dealing:

Striker Brands LLC., Marolina Outdoor, Rural King, Bass Pro Shop, Mid-States Distributing, LLC, Scheels, Bealls, Academy, NBS, Vision,

Duties/Responsibilities:

- Develop and Maintain Customer Relationships
- Develop and Maintain Factory Relationships
- Respond to customers enquires and provide them feedback with the competitive advantage.
- Cooperate with Country Manager to develop right factory for specific product and allocate orders to best fitted factories.
- Prepare cost sheet of each product with varying and negotiating with factories.
- Assist the product development process to ensure that products meet customers' quality.
- Supervise everyday operations and monitor progress of each order.
- Lead a team of quality merchandising professionals and provide necessary supports, guidance for the successful completion of orders.
- Motivate, develop and inspire the team members to be customer focused and perform according to expected level.
- Carry out planning jobs in coordination with factories for successful completion of order.
- Work with factory to develop an authentic action plan for each order and track to accomplish all critical paths of the order within time.
- Be aware of risk factors that may arise time to time and impact the production, provide effective solutions to ensure on time shipment without incurring additional cost.
- Ensuring company's ethics and SOP are being respected by factories

2. Asst. Manager, Merchandising (Nov 2015 to Oct 2018 - 2yrs 11mos)

Company: **Liz Fashion Industry Limited (Largest Chinese Investor)**

Location: 32, Zamirdia, Hobirbari, Bhaluka, Mymensingh



Key Product Dealing:

Woven Outerwear

Major Buyer Dealing:

C&A, Aigle (France), Celio, Intersports

Duties/Responsibilities:

- Represent the company in various clients' meeting and vitrine company strength, capability, efficiency in front of clients.
- Respond to customers enquires and provide them feedback with the competitive advantage.
- Prepare cost sheet for each product, review production tech pack, identify the new materials, clarify the discrepancy for each key account as per requirement.
- Assist the product development process to ensure that products meet customers' quality.



Personal Info

Address

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Date of birth

1985-20-01

LinkedIn

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Skills

- ✓ Merchandising
- ✓ Product Development
- ✓ Sourcing
- ✓ Customer Relationship Management
- ✓ Strategic Planning
- ✓ Price Quotation & Negotiation
- ✓ Business Communication
- ✓ Critical Path Analysis and Management
- ✓ ERP, FAST REACT & other necessary software operation
- ✓ Team Management & Leading
- ✓ Analytical & Anticipation skills
- ✓ Quick Decision Making
- ✓ Stress Management

- Ensure of taking order with considering company's margin and execution planning. Monitor overall merchandising performances of particular buyers.
- Lead a team of quality merchandising professionals and provide necessary supports, guidance for the successful completion of orders.
- Motivate, develop and inspire the team members to be customer focused and perform according to expected level.
- Carry out planning jobs in coordination with Planning and Industrial Engineering departments for successful completion of order.
- Be aware of risk factors that may arise time to time and impact the production, provide effective solutions to ensure on time shipment without incurring additional cost
- Reporting all status to Executive Director.

3. Team Leader, Merchandising (Jun 2012 to Nov 2015 -6yrs 6mos) Merchandiser (May 2009 to May 2012)

Company: **Paddocks Jeans Ltd. (A segment of Ospig Textile, Bremen, Germany)**

Location: Plot: 59-60, Lane: 04, DEPZ, Ashulia, Dhaka



Key Product Dealing:

Denim / Woven Bottom, Jacket

Major Buyer Dealing:

P&C, Karstadt, C&A, Adler, MGB, Katag, Basefield, Engbers, Commander, W1, Mango

Duties/Responsibilities:

- Follow up orders with HK/Bremen office and internal parties to ensure customer satisfaction and on time delivery.
- Prepare cost sheet for each product, review production tech pack, identify the new materials, and clarify the discrepancy for each key account as per requirement.
- Planning for new season sampling and production orders.
- Assist the product development process to ensure that products meet customer's quality.
- Giving approval on samples where HK/Bremen office's intervention is not required.
- Cooperate & communicate with production department, daily basis, so that production can run in correct direction within appropriate time.
- Help for Sourcing of materials for new development.
- Selection and finalizing of order delivery for the upcoming orders based on vendor's capacity of making similar products.
- Monitor delivery status to an extent.
- Costing and negotiation with trim & accessory suppliers, if require.
- Reporting all status to General Manager.

4. Asst. Merchandiser/Merchandiser (Jan 2007 to Apr 2009 -2yrs 4mos)

Company: Well-Tex Group

Location: 53 Meher Super Market, Tongi Bazar, Tongi, Gazipur

Key Product Dealing:

Denim / Woven Bottom, Jacket, Shirt

Major Buyer Dealing:

Dickes, Timberland, Calvin Klein, US Polo



Education

MBA (Major in Marketing) from Southeast University, Dhaka

CGPA - 3.58 (grade scale 4.00), Passing Year 2009

BBA (Major in Marketing) from Asian University of Bangladesh, Dhaka

CGPA - 3.716 (grade scale 4.00), Passing Year 2007

Certification

Advanced Certificate in Information Technology from NIIT, Dhaka

Result - Excellent, Passing Year 2007

Designing and Implementing Database Using Oracle 8i from NIIT, Dhaka

Result - Excellent, Passing Year 2007

Languages

- ✓ English - Fluent
- ✓ Bengali - Fluent
- ✓ Hindi - Good (speaking & listening)

Reference (s)

Reference 1

Name

Md. Rafiqul Islam

Designation

Executive Director

Company

Fair Trade Group

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East Chandora, Shafipur,
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Reference 2

Name

Md. Mohsin Miayan

Designation

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