

❖ **PERSONAL SUMMARY-**

Detail-oriented category lead with excellent track record establishing different categories from scratch in Ahmadabad. I have developed good relations with vendors in western India. Strong leadership skills to encourage team members, implement new innovation in products. Expert knowledge of economics and procurement methods, including ability to negotiate success fully with suppliers to reduce expenses without compromising on quality. Flexible and ready to take new challenges in career. With the experience of more than 4 years, I have expertise in Marketing, Vendor Management, Sales, Education industry & B2B client acquisition, Online Promotion, and Creating healthy PR with the clients.

❖ **AREA OF EXPERTISE:**

- Category Managements
 - Operational Managements
 - Quality Checking
 - Seller /Buyer Managements
 - Sourcing
 - Communication Skills
 - Planning and Execution
 - Creativity and Innovation
 - TeamWorks
 - Business Developments
 - Client Acquisition
 - MS Word
 - MSExcel
 - B2B Ecommerce
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❖ **WORK EXPERIENCE:**

1) Fretus Floks India Pvt Ltd – Ahmedabad – April -2019- present.(Udaan.com)

(Women's wear and Men's Wear) Market Representative in Ethnic wear vertical of Women's wear (Kurti's , Dress Material, Ethnic Gown , Lehenga Choli Women's Innerwear)

- Negotiating the best pricing as per the marketplace requirements and search for the vendors who manufacture the same or similar products which are required as per the portals requirements.
 - Vendor Managed key relationship with 70+ core vendors covering 5 sub-categories, more than 5000 SKUs to drive strong business with them. On boarded many leading brands in respective categories.
 - All operations of supply chain management, fulfillment center, Inventory management,
 - Fulfillments all the requirement as per the need and be ready with the next 3 months plan for sourcing product as it helps to grab the requirement in the market.
 - Launching the new catalogue as per the festive season.
 - Managing the pricing as per the competition which creates healthy competition with the competitors.
 - Vendor Development and management- discover and partner with trust worthy vendors and suppliers.
 - Cost negotiation with vendors- analyses and calculate costs of procurement and suggest methods to decrease expenditure.
 - Working and coordinating effectively on day to day merchandising activities with the vendors for smooth flow of work.
 - Regular market visits to update oneself on the new trends and merchandise mix among the competitors.
 - Handling the business profile of fashion products and core products (Entry Price Point products).
 - Deal with the vendors on their pricings and control the quality of product so that we can maintain the relationship and earn maximum orders from them .
 - Developed existing vendor portfolio in order ensures quality supply of inventory for Udaan.
 - Addressing operational issues arising on ground by giving solutions to the team.
 - Strategizing the operations as per the AOP given by the central team.
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- **2) Beegees Computers Pvt Ltd –Gujarat (Education industry) June -2107 to April -2019)**

- BCPL is a leading provider of Library Automation products and solutions. We have successfully empowered Indian Libraries to embrace the latest Technology. We have established ourselves as manufacturer; service, marketing and sales arm for library automation products. We have set forth a mission for ourselves to provide our customers the latest Library Automation solutions alongside the best total cost of ownership with superior return on investment.

BCPL currently offers 6 unique products for the library segment.

1. Digital Library Solution
2. CD / DVD Carousel
3. Fundu Touch - eBook Reader
4. CD/DVD repair machine
5. RFID from Nepad Librix

Job Profile: Business Developments

- Doing research according to the University /College fore cast for the coming season.
 - Developing new according to the trend. Sourcing of School & College and University .
 - Handling College & University like- CEPT,GU ,AU,St Xavier, IIM,IIT,IIIT,IGNU,NU, Governments & Privet University & College .
 - Communicating with school & College and University by mails for new developments and updates.
 - Planning data collection for new session.
 - Maintaining files and school & College and University account.
 - Meeting with trustee and explaining new development requirement to staff team.
 - Submission of samples to School & College and University principal through courier.
 - Follow-ups with trustee & principal and VP for approvals and feedback.
 - Sourcing of school & College and University data for new development.
 - Planning for 4 to 6 school & College and University visit daily.
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❖ **EDUCATION:**

- Completed 6 month Executive program Post Graduate Diploma in International Business from AMA California State University.
 - Bachelors in B.com (Accounting & Economics) form Gujarat University(INDIA)
 - HSC from Shivam Vidhalay Secondary school Gujarat Board(INDIA)
 - SSC from Felowship High School GSEB Board (Gujarat)
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❖ **PROFESSIONAL ABILITIES:**

- Responsible for merchandising, financial, operational, supply chain, business commercial model, economical model & framework for total business model.
 - Managing P&L res possibility
 - Designing and implementing business processes.
 - Hunting new vendors and negotiating the terms of agreement.
 - Managing loss prevention &Shrinkage
 - Supervising complete operations to achieve the business goals, profits and cost efficiencies.
- Ability to mentor and train junior team members
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Thanks You!

