

SHIKHA CHAUDHARY

MANAGER-BUYING



Buying manager with **10 years** of experience in **fashion retail space**; targeted assignments in **Buying, Merchandising & Sourcing** with leading organizations.

Buying & Sourcing | Merchandising | Strategic Business Planning



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Key Skills

Buying & Merchandising

Marketing & Sales

Market Research and Analysis

Consumer Behavior

Trend forecasting

Vendor Management & Negotiations

Product Development & Innovation

Business Development

Team Building & Leadership



Profile Summary

- Buying manager with **10 years** of experience in **fashion retail space**.
- Developed understanding about **Trend Forecasting, consumer Behavior, Sales Planning, Brand buying, Inventory Management and Category Management**.
- Proficient in product selection, vendor relations and negotiations.
- In-depth knowledge in **creating and launching new women's ethnic wear brands**.
- Competency in enhancing sales performance & profitability through high impact merchandise planning and conceptualizing inventory management strategies.
- Proven skills in developing & implementing promotion plans and managing communication along with marketing team.
- An enterprising leader with skills in leading personnel towards accomplishment of common goals.



Education

- PG (MFM) – Master's in Fashion Marketing & Retail Management from NIIFT Mohali (2011).
- B.COM – Bachelor's in Commerce from Delhi University (2009).



Soft Skills



Communicator



Innovator



Thinker



Collaborator



Intuitive



Academic Projects

- Numero Uno Clothing Pvt Ltd: Studied the VM display of all Numero Uno stores across the N.C.R region and implemented new ideas. Consumer behavior analysis and competitor analysis for all the Numero Uno Stores in N.C.R region.
- Triburg Sportswear Pvt Ltd.: Project work on "Streamlining the merchandise process flow to minimize lead time".

Work Experience

Organization	Designation	Duration-Year	Business Handled
Fabindia Overseas Pvt Ltd	Retail merchandiser	Sept 2011-Dec 2016	250 Cr
Lifestyle International Pvt Ltd	Assistant manager- Buying	Dec 2016- Mar 2021	350 Cr
Reliance retail ltd.	Manager-Buying	Mar 2021- Sept 2021	320 Cr

Work Profile

Brand Buying and Strategy

- Range Building and Market strategy: Responsible for selection of merchandise based on brand unique signature appeal in sync with market trends and consumer needs. Identification of key merchandising stories and big bets of the season along with a strategy to market these key styles.
- Buying: Buy the product range for the category every season considering the buying plan (OTB) and Category Targets. Align the buy in accordance with the Buy plan and strategies as per product mix, supplier mix and price point strategy. Finalizing the MRP and Margin (GP) of a product based on desired Positioning aimed at Capitalizing Sale opportunity.
- Development/Innovation: Providing inputs on new product development in Sync with current trends as well as be able to forecast future trends, studying the market and introducing newer fabric qualities as per business dynamics.
- Collaborate with cross-functional teams, including marketing, sales, and design, to develop product concepts and packaging.

Brand Performance and profitability

- Drive business growth of brand with strong product assortment, competition and consumer analytics.
- Track competition with respect to business performance, product offering, pricing and promotional schemes. Conduct market survey and competitor analysis to keep updated on the current market Trends/developments and identify the opportunities and potential areas to capitalize on.
- Manage timely delivery and availability of right stocks at the store. Ensure stocks are maintained as per display capacity and base stock norms.
- Analyze the Sell thru for entire Season post Market launch, identifying the best seller's and slow movers and taking corrective action.
- Regular store visits aimed at collecting product feedback, gauge Market response to promotion launch and addressing the feedback.
- Managing all the aspects of customer service, visual merchandising, stock replenishments, pull-outs and inter-shop transfers

Vendor Management

- Identifying and establishing long term business association with vendors for overall business growth. Build relationships with vendors for quality, price, on time deliveries and best practices.
- Negotiation: Negotiating with vendors on Product prices and ensuring the best cost thereby maintaining a good margin for the department.
- Identifying and evaluating the Strength and Capacity of Each vendor as well as business generation and allocating orders accordingly for sustainable business relationship and profitability.

Brand Presentation& Promotion

- Emphasis on proper presentation of the brand in the stores by working collaboratively with different stakeholders like VM, Operations, Marketing as well as logistics department.
- Articulate promotion plans, Product Shoots, Poster launch & promotions on social media like Facebook /Instagram in collaboration with Marketing department.