



Vidura Madhubhasha

Demand & Supply Planning Specialist | Capacity Planning| Resource Optimization

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Visa Status- 60-days Visit Visa (Expire 2nd Dec)

Professional Summary

Analytical and detail-oriented planning professional with over 7 years of experience in demand forecasting, supply planning, and production coordination within large-scale operations. Skilled in balancing demand and supply, maintaining accurate forecasts, and ensuring material readiness to achieve high on-time delivery performance. Proficient in Sales & Operations Planning (S&OP), capacity management, and data-driven decision-making, with strong experience in developing dashboards and KPI reports that enhance visibility and operational control. Known for proactive problem-solving, precision in planning, and effective collaboration across merchandising, sourcing, and logistics teams to support seamless production execution and business continuity.

Key Skills

Strategic Planning & Organization • Demand Forecasting • Supply Chain Analysis • Sales & Operations Planning (S&OP) • Capacity & Resource Planning • Inventory & Material Management • Production Scheduling (MPS) • Data Interpretation & Trend Analysis • Process Optimization • KPI Reporting & Dashboarding • ERP Systems & Data Governance • Cross-Functional Collaboration • Stakeholder Coordination • Excel & Power BI Analytics • Continuous Improvement

Achievement

- Achieved 100% on-time delivery for customer orders by developing robust production plans and aligning resources effectively at InQube.
- Maintained above 95% on-time delivery performance through proactive issue resolution and cross-team collaboration at InQube.
- Accelerated new product integration by 10% faster milestone completion in the first phase of launches at InQube.
- Secured 100% order fulfillment by aligning production with sales forecasts.
- Reduction of lead-time for system work repetitive work flow, completed as a lean enterprise project for MAS Holdings.

Work Experience

Senior Executive – Planning | InQube Global Pvt Ltd

Dec 2021- Sep 2025

(Leading apparel manufacturing and innovation partner for global fashion brands in Sri Lanka)

- Led end-to-end production and material planning for a 1,500+ workforce, achieving over 95% on-time delivery across leading global brands such as Aerie (AEO), Victoria's Secret, SKIMS, Savage X Fenty, and Under Armour.
- Maintained and optimized Master Production Schedules (MPS), ensuring alignment between demand forecasts, capacity availability, and material readiness to support business continuity.
- Managed in-seasonal buy planning by analyzing sales trends, stock positions, and replenishment priorities to ensure agile supply response and inventory balance across multiple product categories.
- Developed and automated weekly and monthly dashboards to track production performance, capacity utilization, and operational efficiency, improving reporting accuracy and visibility to leadership.
- Collaborated cross-functional team across merchandising, sourcing, and logistics teams to synchronize demand and supply, minimize lead-time gaps, and ensure smooth execution from forecast to delivery.
- Implemented process improvement initiatives that enhanced planning discipline, supplier responsiveness, and cross-functional communication.
- Led New Product Introductions (NPI) and seasonal line expansions, improving first-phase Time & Action (T&A) adherence by 10% and strengthening forecast accuracy for upcoming collections.

Senior Executive – Planning | MAS KREEDA**Sep 2021- Dec 2021***(Leading apparel manufacturer for NIKE brand in Sri Lanka)*

- Led end-to-end production and demand planning for multiple product lines, achieving 90–95% on-time delivery through precise scheduling and resource coordination.
- Developed actionable production plans from seasonal forecasts, ensuring alignment across merchandising, sourcing, and logistics to meet demand and capacity targets.
- Analyzed historical demand patterns and production data to support forecast adjustments, improving planning accuracy and enabling proactive capacity allocation across product lines.
- Monitored line efficiency, production progress, and material readiness, proactively resolving constraints to ensure uninterrupted operations and timely order fulfillment.
- Developed and presented capacity utilization and performance reports to leadership, improving data-driven decision-making and production forecasting accuracy.
- Supported seasonal capacity expansions, planning and allocating resources for 10,000+ additional units during peak demand cycles while maintaining operational stability and delivery performance.

Executive – Planning | MAS KREEDA**Aug 2017- Aug 2021**

- Planned and executed weekly style/sales order-wise cut plans by aligning production schedules with embellishment requirements, ensuring smooth operations.
- Collaborated with sourcing and merchandising teams to review order status, resolve challenges, and maintain raw material stability.
- Monitored production performance and prepared action plans to minimize order risks, improve timelines, and optimize resource utilization.
- Updated production and plant data in SAP to ensure accurate scheduling and capacity planning.
- Prepared and circulated reports (PTP, action trackers) providing data-driven insights for decision-making, improving response time by 5%
- Introduced a 'Virtual Obeya Room' to centralize reporting, enabling real-time visibility of 10+ lean initiatives and process performance, reducing reporting delays by 50%

Education

BSc- Physical Science | University of Colombo,**2017**

Major- Statistics, Applied Mathematics | Minor- Physics, Computer Science

Certification

Open to Buy- Retail Merchandising Planning | Udemy**2025**

Major - Retail Merchandising & Planning

Supply Chain Analytics- Rutgers the State University of New Jersey (Following)**(Offered by Coursera)****2025**

Major – Demand Planning, Forecasting & Competitive Analytics

Lean Six Sigma- Green Belt | The Lean Six Sigma Company**2021**

Major- Lean methodology, Lean Tools, DMAIC Process, Six Sigma Tools, Change Management

Additional Information

Full name(As passport) : Katuwanthuduwe Manage Vidura Madhubhasha

Passport No: N11537610 (Valid until 2034)

Nationality: Sri Lankan

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