

# Susan Sophia

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## Retail Fashion Industry Profile

*Insightful Senior buyer with 20 years of well-to-do professional journey and demonstrated knowledge of the fashion industry, product development, researching, evaluating, sourcing, negotiating and buying as per brand standards and mission. Involved in planning and developing merchandising strategies that balance customers' expectations. In depth knowledge of the Garments and Apparel Textile industry/current trends. Acting as a key person (SPOC) for buyer's accounts thereby handling complete product life cycle i.e from order to delivery. Collaborating with buyers, suppliers, production team to negotiate prices, quantities and time-scales. Maintaining regular visits to factory and communication with the buyers for new market trends, giving a tentative spot costing during buyer meetings. Attended Fairs across globe like China, Hong Kong and Dubai*

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*Negotiation skills, Managing OTB, Selecting the range, Assortment Planning, In Store Promotions, Stock control, Trend forecasting, Business intelligence analytics, Market analysis, Merchandising Strategies, Product Life Cycle*

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## PROFESSIONAL EXPERIENCE

### SENIOR BUYER/APPAREL IMPORTS - Doha, Qatar | **Aug' 2015 – Present**

**xxx (Regency Group)**

Related Competencies: Negotiation, Global Supply, OTB Sales, Stock Analysis, Budgeting and Forecasting

*Carrying out OTB and BI Analytics Report in order to assess sales comparison, Sale's thro's, Topline/Bottom-line sales, Monitoring stock and Stock Turnover Ratio (STR), P&L, Gross Margin return on Investment, Maximizing margins and In-Store Promotional plans. Build up business through implementing marketing strategies like analyzing on mapping the competitors pricing, consumer behavior, driving sales and staying with the trend. Managing Inventory cost control by Sales forecast, Following FIFO, markdown and promotion for sellable stock.*

- Contributed 55% to the overall annual business of private label brands across GCC countries
- Maximizing profits with marginal performance
- Coordination with country offices for delivery's and shipments
- Leading the team to create a balanced assortment in terms of brand appropriateness, fashion vision, quality, fit, value, price point, style/SKU count and key item depth
- Supervising direct sourcing & negotiations with global suppliers
- Managing in house brands for Product development and bulk production
- OTB Sales and stock analysis in warehouse/stores, sales forecasting and budget planning as per season
- Analyzing reports in detailed SKU wise, sub-category and category-wise
- Identifying key opportunities; analyzing the business and reacting with timely reorders

### ASSISTANT CATEGORY MANAGER – Bangalore | **Mar' 2008 – Apr' 2015**

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Related Competencies: Vendor Management, Sales Improvement/Strategies, Team Management, Price Negotiation

- Involved in Top Line and bottom-line sales achievement against ABP and Regional targets
- Managed sales team for improving sales of a specific product category
- Developed selling strategies based on company's competitive and success elements while managed inventory levels to minimizing the ageing and maximizing the sales

- Proficient in negotiating the prices with vendors
- Skilled in analyzing the top line, bottom-line SKU's and initiating the promotions to drive sales

**Sourcing Officer - Bangalore | [Sep' 2005 – Feb' 2009](#)**

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Related Competencies: Time Management, Review Workflow, Sourcing Strategy, Season Strategy

- Managed time and action calendars for the team
- Reviewed workflow to ensure timelines are met
- Developed a sourcing strategy in order to provide fabric and factory sourcing based on industry expertise
- Reviewed vendor cost structures, speed to market and capabilities to recommend and execute the new seasons strategy

**Assistant Buyer – Bangalore | [Sep' 2002 – Sep' 2005](#)**

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Related Competencies: OTB, Sales/Inventory, Weekly Report, Assortment Planning, Order/Shipping, Analysis

- Worked on OTB (Open To Buy) and managed receipt flow to ensure optimum sales/inventory results
- Generated weekly reports which were based on style performance, style attribute reports, and assortment planners and order/shipping
- Reviewed reporting and provided support to Buyer in creating spreadsheets for further analysis

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## EDUCATION BACKGROUND

**Bachelor of Commerce • CALICUT UNIVERSITY - [1999](#)**

**Higher Diploma in Apparel Production Engineering and International Marketing • ALT COLLEGE, B'LORE – [2002](#)**

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## REWARDS AND ACHIEVEMENT

- Tata Business Excellency Model award TQMS, Tata Quality Management Services - [APRIL 2007](#)
- Honor towards setting up the first project of Family Mart promoted, Valdel Retail Pvt. Ltd – [JUNE 2004](#)

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