

# Ritika kalra

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## Objectives:

To pursue a career that serves as a continuous learning curve and provides an opportunity to add to the value chain. I want to learn, assimilate, contribute and grow with the organization that I work for.

## Professional Qualification:

### 2005-2007 | Fashion Design Program - South Delhi Polytechnic For Women

- 2 Years Diploma.
- Specialized in garment designing, Pattern making, merchandising.

### 2007-2008 | Apparel Merchandising & Marketing - IIFT

- 1 Year Diploma.
- Specialized in Garment Manufacturing and Merchandising Stream.

The Project Handled while doing Apparel merchandising:

**TITLE** : MANUFACTURING & PROCESSING OF AN EXPORT ORDER

**ORGANIZATION:** MARAL OVERSEAS

#### DESCRIPTION:

- analyzed a selected garment and did its product development right from sourcing the suppliers of raw materials to the final cut-make cost for the product (preparation of cost sheet).
- developed a proto sample for the same.
- developed the sampling procedures and time and action plan for a hypothetical order.
- Development of tech packs and product information pack.

## Educational Qualification:

2003 - |10<sup>th</sup> CBSE BOARD- RYAN INTERNATIONAL SCHOOL NOIDA

## **Experience:**

**OCTOBER 2008 – Till Date | Senior Merchandiser -Product Development Buying and Outsourcing.**

**Woodland – Aero Club Ltd. | Unit – C-16, Phase –II, Noida.**

### **Range Planning:**

- Setting the Concept, Purpose and Direction through selecting the styles for the new range based on the Forecast and past sale records for Woven and winter wear Category. Ensuring the right depth and width of the range with right price targets, Quality and Shelf availability.

### **Vendor Management:**

- Development of new vendor, discussing and allocating the styles to the appropriate vendors also negotiating the Prices and Orders with suppliers and agreeing with the delivery terms, based on their area of expertise, prices, lead time, Credit period etc.

### **Style Analysis:**

- Proposing anticipated production point for each style depending upon their details and styling keeping in mind the performance of the garment on its usage and handling at the consumer end.

### **Costing:**

- Determining the Target Price of the product as per the Fabric type and Pattern, various consumables, and processes involved, as to ensure maximum benefit to the organization and justifying the cost to the customer.
- Revising the cost of the product as and when there is change in the quantity, design or technical specifications of the product.
- Analyzing and comparing the actual and budgeted cost of the garment during and after the production.

### **Material Procurement:**

- Raising the requirement of the fabrics, Preparing BOM, on Range finalization.
- Analyzing the procurement cost and deliveries of the Fabrics, while confirming their timely delivery with minimal cost.

### **Implementation:**

- PPM (Pre production meeting), so that requirement of the styles are clear and communicated to all QA's before the commencement of the bulk production.
- Raising alarm on deviation of the production processes from planning stage.
- Identifying Production and Supply difficulties and taking corrective action as and when they occur.

### **Production Planning:**

- Clear understanding of the requirements of the styles, considering the Launches Planned and allocating them to the suppliers accordingly.

Follow - Ups:

- Regular follow-ups with Mills and vendors for Fabrics to ensure PCD (Planned cut date) are met and on any deviation alarm are raised and corrective measures are taken.
- Regular follow ups with marketing and design team for approvals and style finalizations.

Logistics and Finance:

- Direct coordination with Logistic team to determine the Mode of Shipment while importing from Bangladesh and China, on the basis cost and lead-time data.
- Regular follow up with the finance team for LC opening and coordination with the vendor's to ensure timely payments against BB LC's .

Personal Profile:

I enjoy working in a team as well as taking active responsibilities. I am Industrious, confident and purposeful and I am always looking for a scope of Improvement.

Date of Birth	3 <sup>rd</sup> Oct 1987
Sex	Female
Marital Status	Married
Nationality	Indian
Language	English