Ashwin

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| **Career Synopsys** |
| A highly focused and self-motivated Senior leader with overall 10+ years’ experience in the Beauty/Fashion and Fragrances industry and proven record of accomplishment of developing and launching Brands in the Middle East Region.  **Career Objective**  Leadership position in an organization that will let me utilize my expertise in Supply Chain, Brand Marketing, Public Relations, Marketing strategy development and Managerial skills to deliver value added returns for the organization and its shareholders.  **Professional Experience**   |  |  |  | | --- | --- | --- | | **Period** | **Company** | **Positions Held** | | From 2012 to till date | Chalhoub Group – Allied Enterprise | Regional Buyer - Beauty (Fragrances and Cosmetics) | | 2010 to 2012 | Lifestyle LLC (Beauty Bay Division) | Head Buyer for Region – Fragrances and Cosmetics | | Nov 1998 to May 2010 | Giordano Fashion LLC | Brand Manager: 2007 – 2009  Assistant Sales and Operation Manager:2005-2007  Area Sales Executive: 2003 – 2005. |   **Skills**   |  |  | | --- | --- | | * Retail Buying | * Inventory Management | | * Forecasting and Brand Analysis | * Product Merchandising | | * Sales Analysis & Reporting | * Vendor Relations | | * Product Distribution and Tracking | * Demand Planning |   **Achievements**   * Consistently achieved a 29% increase in revenue growth. * Reduced Aging Merchandise below 10%. * Reduced Stock coverage consistently by over 20 %. * Managed to achieve a sales growth of 14% compared to last year during the recession period 2008-09 * Developing new stores into profit center by exceeding its breakeven. * Turned around a negative cash flow BRAND – reinvented business model and restored to positive cash position within 6 months * Recognized as the ‘Supervisor of the Year’ in 2003, 2004 * Increased overall turnover by 25% as a ASE * Introduced new product lines resulting in an initial 30% sales increase. * Retail customer service excellence award, 2002   **Workshops & Seminars attended**   * **Buying and Brand Analysis Seminar** - to support and equip you with new tools and techniques in the areas of buying and brand analysis * **Category Management: Fundamentals -** Focuses on driving a Category Growth based discussion with customers to move them beyond transactional behavior * **Solving Problems and Decision Making** * In-house training on Creative sales and marketing strategies. * In-house training on Achieving and managing Gross Profits.   **Career Details**  **Chalhoub Group - Allied Retail, United Arab Emirates (UAE) 8th May 2012 till date**  **Regional Buyer - Beauty & Fashion.**   * Prepare Weekly Replenishment tools and stock balancing to adhere smooth stock coverage. * Key Role includes Preparing OTB Brand Budget. * Stock balancing. * Classification of Class in items and negotiations with Vendors returns of non-performers and Aged references.   + Key responsibilities in areas of stock covers, mark downs, and reconducted/permanent   + Ensure conformity of Catalogue management and Assortment planning.   + Provide insights for store Purchase budget.   + Liase with Commercial on delisting and introducing new brands based on Supply Chain analysis.   + Drive the Buying cycle - Pre-Buying – Buying – Post Buying.   + Provide support for Replenishment reordering. Support regional merchandise manager in decision on reordering. * Support regional merchandise manager in decisions regarding transfers. Monitor levels of stock coverage across the region and provide analyses. Monitor levels of stock ageing across the region and provide analyses. If needed, make suggestions for regional store to store transfers.   + Stock liquidation decisions. Provide recommendation on suitability of SKU for liquidation according to Brand’s guidelines.   + Negotiate Logistics and deliveries. Ensure that suppliers commit on supply windows to enable start of season without delay. If possible, obtain dates of orders confirmation from supplier.   + Design reporting templates and reports. Analyze brand reports at regional level based on consolidated information from local merchandise team and analyses on direct extraction from system   **Lifestyle LLC (Beauty Bay Division) 2010 till May 2012**  **Head Buyer – Fragrances and Cosmetics**  **Responsibilities handled –**   * Lead the Buying department for the Fragrances and Cosmetics department of Lifestyle * Ensuring product volumes, and order flow are optimized in order to achieve target sales objective * Identified new opportunities and negotiated timescales with suppliers. * Analysing consumer buying patterns and predicting future trends; * Regularly reviewing performance indicators, e.g. sales and discount levels; * Managing plans for stock levels, changes in demand, changes in logistics; * Maintaining relationships with existing suppliers and sourcing new suppliers for future products; * Liaising with other departments within the organisation to ensure projects are completed; * Attending trade fairs to select and assemble a new collection of products; * Participating in promotional activities; * Generating and evaluating reports and forecasting sales levels; * Presenting new ranges to senior retail managers; * Liaising with shop personnel to ensure product/collection supply meets demand; * Seeking merchandise feedback from customers; * Training and mentoring junior staff.   **Significant Achievements**– Successfully achieved to add premiere brands in the existing portfolio of fragrances.   * Instrumental in the opening of 3 new stores in the region. * Promoted to Head Buyer within a span of 3 months of joining the group.   **Giordano Fashion LLC : Nov 1998 – May 2010**  **Brand Manager: 2007 – 2009:**  **Responsibilities handled:**   * Developed and maintained new brands * Developed and implemented highly successful marketing campaigns of the brands handled. * Created new successful solutions to build brand awareness and market share. * Work with media and PR agency to deliver the marketing campaign. * Received media recognition and press coverage from major industry sources to include print, TV and radio. Partnered with advertising agencies to plan and execute major public relations efforts * Create and launch all consumer and retail promotions, co-promotions, corporate sponsorships, marketing collateral, advertising efforts and media relations. * Manage communications with trade organizations, consumers and the local media. * Lead all aspects of R&D, market research, price points, competitive analysis, product and packaging design, trend analysis promotional initiatives, both in print and online. * Advertising and promotion budget management. Administered annual budgets * Forecasted and optimized expenditures within budget constrains * Optimizing the planning and placements of the products in the appropriate Retail format. * Effective Inventory Management. * Worked in Merchandising apparel assortment and buying.   **Assistant Sales and Operation Manager: 2005-2007:** Handled Area with 12 Stores in different Emirates.  Area Sales Executive: 2003 – 2005. Handled 5 stores in Northern Emirates and Dubai.  **Educational Qualifications**  Bachelors of Commerce – Mumbai University – 1995.  Diploma in Computer software – 1992.  **Personal information**  Date of birth – 15th November 1974  Marital status – Married. |