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**PREETHA**

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Description: BD21390_

**BUYER / SUPPLY CHAIN / MERCHANDISER/ PROCUREMENT / PURCHASE / LOGISTICS / RETAIL OPERATIONS / RECRUITMENT / ADMIN**

**–** Retail (BEAUTY & LIFE STYLE DIVISION)

**(Perfumes, Cosmetics, Watches, Eyewear, Footwear, Accessories, Luxury Products, Apparel etc)**

**An Overview:**

A competent professional with 9 years of accomplished career track of delivering, sustaining revenues & profits. Expertise & in depth knowledge in category management, buying & merchandising across categories in retail. A proactive leader and planner with expertise in category planning, market plan execution, and category development. An effective communicator with exceptional relationship management skills & ability to relate to people at any level of business and management.

**KEY SKILLS**

**Communication/Presentation**: I enjoy communicating with people. I am at ease in putting my ideas across. At the same time, I am open to feedback from others.

**Pressure Handling**: I am very pleasant and determined for meeting deadlines and working under pressure.

**Leadership/Teamwork**: Able to translate ideas into action plans for specific team or project. I can manage and make team members work on a day-to-basis in an encouraging and motivated way.

**Proactive:** I am proactive in approach which makes me a solution buster and not a problem struggler.

**Areas of Multi-faceted strengths include;**

~ Strategic Planning ~ Buying & Merchandising ~Event Planning & Promotions

~ Product Management ~ Category Management ~ Account Management

~ Demand Planning ~ Budgeting ~ Market Surveys

~ Inventory Management ~ Team Management ~ Client Servicing

**Growth Path:**

**From August 2012 to December 2016 - Senior Buyer (Retail & Trading) / Admin & Recruitment –** Time Machine Group**, Big Brands, Dubai. UAE**

***Key Deliverables:***

***Retail:***

* Reporting to the CEO / Retail Head - responsibilities include planning, project and identify annual product plan and budget requirements.
* Ensure the planning and maximizing of sales and profit contribution as well as the planning and selection of the range, type and quantity of products according to customer demand / brand profile, space, fixture and store.
* Ensures margin targets are achieved through timely management and detailed OTB forecasting as well as thorough analysis of the consumer buying patterns, competitor activities and prediction of future trends. In addition, deliver closing stock targets by season coupled with minimal aged stock. In addition, build and maintain professional relationships best working practices with vendors/brands.
* Develop the overall buying strategy, Positioning of brand image strategy, Implement product & supplier strategies. Revise, finalize and communicate strategy by store to executive team.
* Plan, direct and coordinate product, space and sales activities aiming at maximizing sales and gross margin within the stores.
* Analyze sales figures, review buying feedback and deliver retail strategies for each brand.
* Analyze market trends, consumer preferences, sell through, seasonal demand etc. to formulate best buying practice in line with consumer demand.
* Select the range, type and quantity according to consumer demand, trends and sell through prices.
* Identify high-margin opportunities for additional product offerings through market research and networking with customers and vendors.
* Maintain strong relationships with existing suppliers, and negotiate with new suppliers on product costs, their involvement in advertising and promotions etc.
* Project planning for new store opening for all procurement that encompassed end to end delivery in new store openings.
* Involved in selling off excess, damaged and high inventory stocks.
* Streamlined the Procurement process to ensure product availability at all times to meet changing business requirements, given the nature of the business.
* Ensuring on time delivery of products to locations, to keep in line with the front line business requirements.
* Liaising with external government bodies to ensure that all products meet the local authority requirements, thus enabling the registering of all products with the local regulatory authorities.
* Preparing and analyzing monthly reports related to stock levels, stock aging, damages and expiry stock
* Ensure business growth through directing and managing all development and delivery activities to ensure these are delivered in accordance with the organizational strategy
* Key Performance Indicators (KPI's) - quantifying buying margin, sales, inventory levels, markdowns, stock turn, purchase orders, final GP, and shrinkage by category etc.
* Open-To-Buy (OTB) plan: Make sure to stock the right amount of the right products at the right time by using this plan. OTB is essentially the difference between how much inventory is needed and how much is actually available. This includes [physical inventory](https://www.thebalance.com/how-to-conduct-a-physical-inventory-2890061) on hand, in transit and any outstanding orders.
* In store experience: Collaboratively plan and execute marketing strategies to support brand/store growth. Brief marketing on activity objectives. Negotiate with suppliers for marketing and promotions. Agree and implement promotional plans quarterly. Develop and agree window calendar proposal for each store inline to our brand principal guidelines. Work with visual merchandising and retail operations on visual layouts and standards in store.

**Trading & Distribution:**

**Business Development & Revenue Generation**

* Development of new business avenues by visiting potential clients and developing a referral network to help increase the client base in order to meet and exceed financial targets.
* Preparation of the showroom for sales campaigns by coordinating with the different departments (Logistics, IT, Marketing), in order to ensure that the showroom is ready on time for the start of the sales campaign and in line with the standards set by the supplier.
* Maintenance and maximization of the existing business by placing seasonal orders with clients, and providing an efficient exchange and replenishment program in order to ensure that assigned sales budgets are met and exceeded.

**Client Relationship Management and Support:**

* Management of relationships with existing clients by assisting in various customer service issues, organizing regular store visits, keeping them informed of new product developments and providing after-sales support, in order to ensure that lasting and mutually fruitful relationships are maintained.
* Supporting the clients by (1) training staff on understanding product lines and consumer profiling, (2) analyzing best & worst-sellers and stock level reports, (3) identifying dead stock (reasons for the same and possible solutions), (4) communicating with the VM team to ensure compliance with brand guidelines and buying strategy and (5) facilitating new store openings, in order to ensure high levels of customer service.

**Market Intelligence**

* Collection of market intelligence with regards to competition, price positioning etc by conducting regular market surveys and analyzing the information obtained in order to assist with key business decision making and protection of brand image/trademark.

**Reporting for Clients and Suppliers**

* Providing reports for both clients and suppliers by maintaining record files with photographs, compiling after sales reports, preparation and negotiation of budgets etc in order to support the business, both internally and externally.

**Recruitment & Administration:**

* Supporting to HR Team for recruitment of specialized staff for chain of retail stores from Screening to On-Boarding.
* Talent Acquisition, training, assigning roles of retail staff,
* Designed a new Appraisal Framework and Managed the entire Performance Management Cycle - Established KPIs and KRAs for employees across the board that ensured clarity on deliverables.
* Implemented and proposed changes in Salary Scales, considering Market value, business competitiveness, current work force and future workforce planning.
* Managing Employee Relations and dealing with all HR issues, using appropriate policies and laws.
* Accountable for the Payroll process of the Group.
* Managing the information held on the HR database and personnel files to ensure it is updated in a timely and accurate manner and complies with any legal or data protection policies.
* Formalized the Induction plan and Corporate Presentation for new hires.
* Identified Training needs for the group and facilitated delivery of Training programs.
* Identified the Critical Resources/Positions in the company and devised retention plans.
* Devised the Employee Engagement calendar for the year with the help of a cross functional team.
* Setting up of a robust Reward and Recognition program which helped in identifying Exceptional Performers.
* Daily reporting to the Management regarding all aspects of the Human Resource operations.
* Providing advice, assistance and follow-up on company policies, procedures and documentation.
* Revisited the existing HR Policies and framed the new HR Manual.
* Cost saving of over AED 270,000 in the first year due to hiring from cost effective channels.
* Created a pipeline of potential candidates for possible exit cases

**SPECIAL ACHIEVEMENT :**

Found Out ageing inventory from wholesale & retail divisions and organized clearance sale to get back cash in business instead of keeping obsolete stock.

Through sale analysis of each outlet, classification of stores has done and accordingly inventory is reclassified to maximize sale.

Organized an event participation team and monitored their duties and given instructions to participate in events in every month.

**Feb 2011 – August 2012 - Dish Hospitality – Mumabi - India**

Chain of Restaurant - Noodle House Jumeirah, Focus US Brand,Cinnabon, Mexican Brand – Sanchos - as Asst. Purchase Manager – FMCG Products + CAPEX

**March 2008 – Feb 2011 BJN Groups – Mumbai - India**

Group of Hotels - as Purchase Executive – FMCG Products + CAPEX

**Dec 2005 – Feb 2008 - Procurement Assistant at IRCTC – Mumbai - India**

Indian Railway Catering & Tourism Corporation – FMCG Products

**Educational Qualification:**

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| **Deg. / Exam** | **Board / University** | **Year** |
| **M.A (Masters of Arts)**  **in Economics** | Mysore University | 2004 |
| **B.A.** | Mangalore University- | 2002 |
| **H.S.C.** | Pre-University Education | 1999 |
| **S.S.C.** | Karnataka Secondary Education Board | 1997 |

# Computer Skills:

# Diploma in Computer Application from ITI of 3 years.

# Tally 6.3, Account Management