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| Muhammad Email. Muhammad.364065@2freemail.com  |

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**CAREER OBJECTIVE**

Seeking to join a reputable company where I can apply my study skills, experience within a suitable

Challenging role. To gain more professional experience and achieve further professional development. Enjoy being part of, as well as leading, a successful and productive team

**Strength & Specialization**

Expert in buying, Sales & Marketing of Denim, Non Denim, Apparel, Raw material & Accessories Trend Analysis, Competitor & Market; Analysis, Sales Evaluation, Brand Positioning Contract Negotiations, Budget Planning Product Development

Procurement procedure and ability of analyzing and evaluate the costing as per market

Knowledge of Supply Chain Management and record keeping

Clear understanding of visual Merchandising as per segmentation

Skilled in Building and utilizing high-end professional relationships and retail management.

Business development, Sales and Relationship management

Written Communication, Report writing, Technical writing, Speech and oral communication

**Over View 5**Years Apparel Merchandizing & Account Management

**5**years of Garments Marketing &Business Development in Local & International Market

**Brand Experience**

**Promod, New Look, Primark, H&M, Kiabi, C&A, Charles Vogele Ladies, Karstadt, Wal-Mart, Levi’s, Dockers, Mickey Mouse, Pooh, Cougar Sport and Capstan**

**Professional Experience**

 **Buyer/ BDM**

**IREFLECT (Dubai­)**

 IREFLECT is one of the apparel base company working there since Jan-2014

**Responsibilities**

 **Buyer**

 -Seasonal budget planning for new buying

 - Comprehensive vender planning

-Order and time Management

 -vender and product region wise research

 -Buying the denim and non-denim apparel from Pakistan, India

 - Supplier base communication and order follow up

 -Well understanding current trend of designing and fashion.

 - price negotiation and payment term settlements

 -Fashion research and quality orientation.

 - Prepare procurement requirements and review purchase requisitions Source vendors and

 -Suppliers and develop the initial relationships securing favorable terms

 **BDM**

-Maintaining and developing relationships with existing customers via meetings,
  telephone calls and emails.
- Visiting potential customers to prospect for new business.
- Acting as a contact between a company and its existing and potential markets.
-Negotiating the terms of an agreement and closing sales.
 -Gathering market and customer information.
- Representing the organization at trade exhibitions, events and demonstrations.
- Negotiating variations in price, delivery and specifications with managers.
- Advising on forthcoming product developments and discussing special promotions.
- Checking quantities of goods on display and in stock.
- Recording sales and order information and sending copies to the Sales Manager.
- Reviewing own sales performance, aiming to meet or exceed targets.
- Gaining a clear understanding of customers\' businesses and requirements.
- Making accurate, rapid cost calculations, and providing customers with quotations.
- Feeding future buying trends back to employers.

 -Working day to day client dealing.

 -Visiting and managing the different customer.

 -Meeting and organizing customer order and feedback.

**2) Marketing Manage Duration:** Dec.2010-Oct-2013

**X­-Pertex Denim Mill Pvt. Ltd.**X-Pertex Denim Mill is one of the pioneers in fabric manufacturing; produces 1Million denim fabric per month. I have worked there as **Marketing Manager** for local and International Market worked for following customer Local Market; Lahore & Karachi. For international region, Bangladesh, Russia & Turkey

**Responsibilities**

* + To search new buyers and maintain existing buyer
	+ Costing and product developing
	+ Prompt dealing with new all type of queries
	+ Visiting to customer new orders & relationship
	+ Supervising to order execution, delivery & after sale services.
	+ Market Monitoring against competitor

#  **3)Manage Merchandiser Marketing Duration:**  March 2005 to Nov.2010

# **Soorty Group of Industries Pvt Ltd**

Soorty group is one of the leading names in high end fashion denim industry in Pakistan for fabric and garment which produces 2Million Jeans pieces per month worked as **Manager Merchandiser Marketing.**

for product management to deal different Tags as below mentioned for Buyers and Designers for product development, order booking to executing including Following are Accounts dealt with,

**Promod**(France), **New Look** (UK), **Bay Trading** (UK) Primark (UK) **West tech Group** (Canada). **Kiabi** (France, **General Trading** (Turkey), **FG Group** (Turkey) &**CALIK Denim** (Turkey)

**Responsibilities**

* + Exploring new buyers / Markets for our products
	+ To make costing sheet of product
	+ To monitor the centralized Mechanizing dep’t.
	+ To visit and be closed touch with buyers/buying house.
	+ To create presentation for product development season wise.
	+ To coordinate with planning dep’t for production orders.
	+ To coordinate with quality dep’t for quality and timely delivery of shipments.
	+ To coordinate with export dep’t for vessel booking and export documents.

**4)Senior Merchandiser. Duration: Jan. 2003 to Apr. 2005**

# **Viptex pvt Ltd.** One of the former Dutch Valenzo Group of denim garment manufacturer located in KEPZ (Karachi Export Processing Zone) as **Senior Merchandiser** since 2003 to 2005.Accout dealt **C&A Kids (Spain), Kiabi** Ladies (France) **Charles Vogele Ladies** (Switzerland),**Karstadt,** and **JBC** (UK) etc. I have worked in denim trousers, jacket, & skirt from 6 to14 OZ in rigid & stretch fabric in diverse washes and also worked in twill /canvas/ corduroy.

**Main Responsibilities**

**Development and Costing:**
• Reviewing the development packs RCVD from buyer.
• Put the developments into work with product development team.
• Clarify all necessary info with buyer as much as possible.
• Follow up on the delivered sample deadline.
• Work out the initial costing (all costing must be checked by merchandising manager)
• Price negotiation with buyer.
• Follow up with buyer reg. the feedback of the sample and costing
**Order Confirmation:**• Quoting the delivery dates to buyer after checking factory’s capacity situation.
• Checking all the details in the order sheet once received form buyer.
• Communicate with buyer reg. any discrepancy in the order sheet.
• Passing the correct order sheet to all concerned dept i.e. planning, production, commercial etc.
**Sampling:**• Updating production development team reg. different sample requirement of buyer at various stage (sales man, fit , sz set, pp sample etc)
• Coordinating all fabric + trims which are required for sampling purpose.
• Coordinating print, embroidery, wash for sampling.
• Checking all the technical aspects of samples before releasing to customer.
• Checking all the aesthetic aspects of samples before releasing to customer
• Checking the quantity requirement of each sample.
• Checking the necessary paper work of reach sample.
• Follow up the buyer reg. each sample comments.
**Bulk Fabric:**• Work out the consumption for each new styles from CAD.
• Provide fabric booking to fabric department with correct quantity and all necessary information.
• Follow up on the lab dips/ strike off submission and chase approval comments.
• Follow up on the fabric delivery against critical path
• Follow up on all fabric approval related issues.
• Prioritizing the fabric delivery schedule based on the garment delivery
**Bulk Trim:**• Preparing the cost sheet/ check list for individual trims required for a style.
• Chasing the trim details from the buyer.
• Submitting required trims to buyer for approval.
• Provide booking for individual trims to the approved source.
• Chasing the P/I from the most ensure on time delivery.
• Monitoring the B/B L/C or TT payment status.
• Sourcing all trims form the most commercially viable source.
• Follow up with suppliers to ensure on time delivery.
• Liaise with store in order to ensure all trims rcvd in correct quantity and quality.
**Establishment:**• Chasing the correct artwork for all print/embroidery from buyer.
• Developing the design in the best possible method
• Provide capacity booking to print /embroidery plant in advance.
• Submitting print/embroidery strike off for buyer’s approval
• Passing approved copy of the strike off to the print/embroidery plant.
• Negotiating the price with the subcontractors.
• Monitoring the panels sent and receive dates to ensure smooth production flow
• Communicate with supplier for general issues.
**Filing and Correspondence:**• Maintaining style file for all running orders
• Maintaining the development file.
• General correspondence with buyer and suppliers.
• Critical correspondence with buyer and suppliers
• Weekly updates for buyer, such as audit schedule, production status etc.

**5) Asst. Manager Business Development Duration:** Feb. 2000 to Dec 2003

**Artistic Milliners Pt. Ltd.** One of the re- known in Denim and Garment manufacturing in Pakistan. Worked with **American and German** buyers*.*

a) **Wal-Mart Germany**

Product handled in woven garments: 5pkt Shorts, Men’s jeans, in Twill and Denim Fabrics with Blasting, Enzyme wash (Medium, light Dark) etc.

 b) **Levi’s &Dockers**

One of the leading International Brand name in garments. Product handled in woven garment Ladies& Girls 5PKtjeans with Sand Blasting and Enzyme wash in Denim. Boys’ 5Pkt pent with Sand Blasting &Enzyme wash. Purely dealt with Levi’s Country office.

1. **Merchandiser& Quality Auditor Duration:** July 1997 to Dec 2000

**Mehdi Textile Pvt (Ltd)**The international Buying House as **Merchandiser& Quality Auditor** underMuhammad Mehdi (Director) with American’s & Canadians buyers as sub buyer/Agent for their lesion office to deal **K-Mart**. (USA) brand **Mickey Mouse & Pooh** (Knit Fabric); product was Jump suits; **Cougar Sport** (USA) product handle in boy’s girl’s jogs wears Tarlatan Fabric.

**Responsibilities**

* + - Responsible for the overall planning and execution of all orders from fabric to shipment with factory
		- To prepare the prepare production queues based on order information from buyers.
		- To maintain update production queues based on daily production as well as feedbacks (amendments) from buyers
		- To coordinators with venders of weaving and production for finishing products.

**Personal Data**

 Date of Birth 05/02/1972

 Marital Status Married

 Driving License Dubai valid, international valid, Pakistan valid

 Nationality Pakistan

 Visa status: Visit

 Language English, Hindi, Urdu, Arabic (learner)

**Academics**

 Master of Arts (Economics)

 MBA (Marketing)

 Bachelor In Commerce

 Diploma in Commerce

 Certificate in Commerce

 Diploma in textile and fashion design

 IT (Diploma in Information Technology)

 Having fully awareness of MS-Office, Excel, Email& Internet.

 Ref: will be provided upon requirement