



NIYAZ BABU

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MERCHANDISING PROFESSIONAL (APPAREL INDUSTRY)

People Management, Merchandising, Apparel Sourcing & Product Development, Compliance, Costing, Sampling, Production Planning, Cost Reduction & Reporting

PROFILE

- Experienced **Merchandising** and **Sourcing lead** with over Twenty-five year's' of comprehensive exposure to production of various Apparel and Accessory products, building and supporting leading lifestyle brands in few reputed companies.
- Demonstrated capabilities in **People Management, sourcing, product development, efficient costing, production planning, Supply chain and resources management** to achieve maximum cost saving and sustainability in emerging economies.
- Responsible for developing teams, running and delivering **KPI's** laid by Corporate
- Self-motivated, highly passionate, result oriented, energetic & articulate leader with respect for people, process and Innovation
- Excellent communication and people management skills honed through managing multi-skilled teams, "Can Do" attitude with eye for detail.
- Equipped with a diverse experience across Design, Developments, Production and Regulatory aspects to conduct business in the regions

STRENGTHS

- Seasoned professional, with the ability to adapt quickly to diverse situations, Expertise in developing, managing, implementing and administering resource to handle **multiple functions and activities** in high pressure environments with tight deadlines.
- Expertise in analysing industry, customer insight and product trends, tenacious in securing customer loyalty and forging strong relationships with business partners.
- Adept in managing multiple clients with a focussed and strategic approach fine-tuned to meet each individual requirement.
- Managing efficiencies budgeting, P&L analysis and long and short-term business strategies.
- Proven commercial grounding, influencing and negotiation skills.
- Sharp focus on team building, people transformation and development.
- Eye for detail of product quality and audit plans.

ACHEIVEMENTS

VF Sourcing and Kontoor Brands

- Acknowledged by the management for efficiently managing the vendor base of Europe Jeanswear business and improving the KPI's continuously improved Year on Year, given the complexity of weekly buys and short run orders and high Fashion Styles.
- Acknowledged by the VF top management with the "Team of Excellence award", based on the quick action and on the feet thinking demonstrated during flood impact at the ports and forwarder warehouse in Chennai, leading to product damages, was able to quickly rework the packaging and get the goods to the Brands on-time and also avoid huge financial loss to the vendor.
- Acknowledged by the management for the exponential growth of Jeanswear business in India with my lead, was able to grow from 1.5 million to 17 million in a span of two years.

Gokaldas Images

- Acknowledged by the management for efficiently managing the merchandising team in the denim division reporting to the CEO and grew the denims business to make it a separate profit center for the Organisation.

Gokaldas Exports

Handling Nike as a senior was able to develop confidence & good working relationship with the liaison office & helped in growth of the order placements from 5 million to 50 million in a span of 2 years, also the Vendor was awarded the best vendor for two consecutive years during my tenure as merchandising lead.

PROFESSIONAL EXPERIENCE

Golden seams Limited

Merchandising & Marketing Head

April 2022 - Present

➤ **Key Responsibilities**

- Responsible for complete Marketing & Merchandising activities
- Introduce & On boarding of new clients

Accounts : Super dry, Polo Ralph Lauren, Faherty, Mossimo, Spoke London etc

Arvind Fashions Limited

GM Merchandising

September 2020-March 2022

➤ **Key Responsibilities**

- Costing & Capacity closures with buyers for production planned for Africa factory
- Supervising complete merchandising activities.
- Ensure smooth execution of orders.
- Conduct reviews of orders with teams & outstation locale factories to ensure delivery
- Monitor wash & quality outcomes closely & ensure brand parameters are observed.
- Providing timely resolution of issues aligning with brand needs
- Controlled pre & post production processes
- Collaborate well with internal & external teams & develop Trust & build meaningful relationship.

Accounts : TCP, Lee & Wrangler, Silver creek, Falabella, Abercrombie & Fitch.

VF Sourcing & Kontoor Brands

Merchandising Manager

July 2005 – May 2020

- **Merchandising:** Establishing merchandising calendar to factory by brand, implementing stringent T&A and review/refresh working systems timely to enhance quality of products & maintaining requisite documents.
- **Production:** Efficiently implementing pre-production & production process. Enhancing production feasibility by strict measures, facilitating between merchants & factories for optimum utilisation of resources. Planning and implementing systems, processes and procedures to facilitate smooth functioning of overall production operations and enhance operational efficiency.
- **Quality:** Implementing quality calendar & T&A, Driving quality audit schedules, weekly & Monthly for the teams, Timely reviewing the quality manuals & updates as required to suit product & brand direction .
- **Cost Reduction:** Driving cost saving measures and modifications to achieve substantial reduction in expenditures/gross margin targets.
- **Training:** Facilitating training to factory teams including merchandising & quality to improve on deliverables & meet T&A, ensure provide ample production time to factory to deliver quality product
- **Style Management:** Planning calendar for analysing of styles with Quality & technical teams reviewing styles before production, enabling technical product solutions, undertaking planning / execution of styles in factories.
- **Compliance:** Regularly visiting factory to review audit preparedness, inspecting and auditing the factories for compliance & Corrective action.
- **Cost savings:** Implement & aggressively incorporate open cost file from vendors by item at all cost stages, involve technical teams as required for yield analysis.
- **Sourcing vendor:** Continuously scout for new vendors evaluate capability, newness & innovation on product, introduce to brand when needed.

Accounts Handled: The North Face, VANS, Timberland, Lee, Wrangler, Dickies, Nautica.

Associated Merchandising Corporation (Target)

Senior Merchandiser

2004- 2005

➤ **Key Responsibilities**

- Develop sourcing & supply-based strategy based on Brand requirements.
- Creating a vendor base based on fashion & quick reaction times.
- Setting up of local team & establishing KRA.
- Training vendor teams to improve efficiencies
- Reduce cost & understand the major cost drivers in manufacturing & logistics
- Improve product development and constantly present new and innovative product ideas
- Manage critical path from concept to delivery
- Ensure supply base achieves client's product standards & code of practice, monitor & implement ethical working.

Accounts handled: Mervyn's (Men's, Kids & RTW), Marshall field's (Men's wear)

Gokaldas Images

Asst. Merchandise Manager

2001– 2004

Gokaldas Exports

Senior Merchandiser

1995–2001

➤ **Key Responsibilities**

- Supervising complete merchandising activities.
- Proactive approach to ensure smooth execution of orders.
- Conducted timely reviews of orders with cross functional teams to ensure that quality parameters are observed.
- Providing timely resolution of issues aligning with brand needs
- Controlled pre & post production processes
- Collaborate well with internal & external teams & develop Trust & build meaningful relationship.

Accounts handled: Nike, Dillard's, Abercrombie & Fitch, Tesco.

Texport Syndicate

Assistant Merchandiser

1994 – 1995

➤ **Key Responsibilities**

- Provide timely updates to buyers for the order status.
- Worked out schedule of materials and raised indents for timely procurement by materials dept.
- Monitoring production & providing inputs for trouble shooting.
- Supervised and controlled production execution with day-to-day involvement in production activities

EDUCATIONAL QUALIFICATION

Graduation, Bangalore University

Diploma Fashion designing, IITC, Mumbai

OTHER PARTICULARS

IT Skills: Windows 98/ 2000, MS-Dos, MS-Office, Internet Applications, Outlook

Languages Spoken: English, Hindi, Kannada, Malayalam, Telugu, Tamil

Address: #303, SkylarkTopaz, New Thippasandra, Indira Nagar, HAL 3rd Stage. BANGALORE- 75.

Hobbies: Mountaineering, Trekking, Cycling, Running, Reading.

References: I will provide contact number as required.

Ms. Daisy Mistri – COO. Marketing & Sourcing, Gokaldas Exports

Mr. Jasdeep S Sahota – Regional Director, VF Asia Ltd

Mr. Eric Pau – Country director, VF India

Ms. Allison Hamilton – Senior Sourcing Manager, Target (Minneapolis)
