

MEENA BARTWAL

Merchandiser (Buyer)- APPAREL

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Career Objective: I aspire to continually invest in my career with creative design inputs, business awareness and product expertise as my key strengths along with growth in the organization that I work for.

WORK EXPERIENCE

WEDDINGZ.IN

MERCHANDISER WOMEN ETHNIC WEAR & IMITATION JEWELLERY

June 2019 to Till Date

Key Skill: Sampling Women Ethnic and Western Wear, Luxury wear, Gowns, Men's wear, New Product development, Stoles, Scarf, Hand Sketching, Sourcing, Merchandising, Women's wear Buying, Imitation Jewellery Buying, Vendor development, Retail Operation, Visual Merchandising, Purchase Order.

Buying

- Buying women Luxury Apparel Bridal wear, Gowns & imitation jewelry as per seasonal trend.
- Price reviewing cost and MRP finalization to meet the stipulated gross margin.
- Stock management Making Buying plan for season & Planning stocks.

Retail Inventory Management

- For first retail shop in Karol Bagh was responsible for Managing Stocks, Checking Quality, GR processing, Labeling, Code Generation, Pricing, etc. (Store startup)
- Designed Uniform for female staff for the retail shop.
- Travelled pan India for purchasing garment & Imitation Jewelry for meeting customers' requirements.

Vendor onboarding & Management

- Onboarded new vendors for Garments and jewelry and Negotiating terms to get the best offers from them for the company.
- Helped in connecting with wholesalers for purchasing of imitation jewelry from Vendors.

Assortment Planning

- Making Range Architecture: Planning product line, grade & depth plan for each & every category.
- Merchandise intake plan: Making product intake plan for the season breaking it into hits based on option grade & depth.

Merchandising Function

- Finalization of fabric Quality/Rate/Delivery planning.
- Monitor and review weekly status and T&A of each category

Sale planning & control

- Tracking sales category wise and product wise.
- Tracking sell through of product to achieve planned sell through for the season.
- Maintained sales records for efficient order tracking and for offering of new arrivals basis their behavior

- patterns.
- Planning OTB.

Sole Proprietor (Umang creation)

Sample creator Manufacturer & Wholesaler of Women Ethnic luxury wear lehenga, Gowns & Suits
Sep 2016 to Dec 2018

Sourcing Fabric

Sourcing new fabric & trims for sample creating as per trend.

Sampling

- Creating New Samples by following Forecasting Report, Runway Direction, Creating Mood boards, Colour board.
- Freehand Drawing Apparel with details such as Colour Combination, Construction, Length, Size, Material & Accessory etc.
- Creating embroidery Swatches in different technique for Indian & western wear.

Presentation of samples

- Presenting Sample to Buyer, Making Purchase Order, constantly working toward reducing selected samples price so that target price can be met for Production.

Production Management

- Being Sole Proprietor Managed all the work which involved:
 - Working closely with the Labours team to examine Design to achieve desired effect.
 - Single handedly managed vendor relationship for Fabric Sourcing (from Surat, Bhiwandi depending on the fabric) and other trims like cancan, net, etc. which ensured timely inflow so that line plane can be efficiently executed.
 - Managing Stocks, Checking Material, & Fabric Consumption to reduce Fabric wastage in Bulk Production.
 - Monitoring Production, Finishing, Ironing, Packing & Dispatching to maintain quality and Delivering within expected deadline.
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Neeru's Indian Ethnic wear

Retail Store Hyderabad

Senior Fashion Designer (Buyer) Nov 2015 to Sep 2016

Key Skill : Buying from Pan India, Purchase Order, Vendor onboarding, Checking Sale report, Goods Replenishment,

Buying

- Worked as a Senior Fashion designer cum Merchandiser (Buyer).
- Purchasing of Indian Ethnic wear, Free size Gowns as well as kids Gowns for 50 retail chainstores.
 - Travelling PAN India for Purchasing apparels.

Retail Inventory

- Checking sales report & accordingly managing inventory among retail chain stores.

Production & costing

- For designs in demand, converting Free Size design into small size for kids.
 - Working on Costings for bulk production.
- Checking Fabric & Trims Quality of goods which is used in Apparel to know exact rate of purchased goods.

Darshan Dress Pvt Ltd

Fashion Designer /June 2014 to Nov 2015

- Worked as a Fashion Designer creating sample for brand like Pantaloons, Westside, Shoppers' Stop, etc.
 - Sample creating like Indo Western wear Free size Tunic & Gowns.
- Worked on Block Prints, Digital prints, Computer Embroidery and created Embroidery Swatch for samples.
 - Visiting vendor place for ensuring quality of goods and timely execution of orders

Glamour (Manufacturer & Wholesaler)

Fashion Designer/ Dec 2011 to April 2014

Sampling

- Making swatch's Illustration, Bridal wear, Indo Western wear, Gowns, Drape Sarees.
 - Creating Indian and Western embroidery samples with embroidery karigar.
 - Worked on Drapes Sarees & Gowns.
 - Sample creation for Lakme Fashion Week.

Production Handling

- Managing Stocks, checking material & labour's report, Fabric & trims booking.
 - Best experience from Production cutting to dispatching.

Aishwarya Design Studio (Retail Store)

Fashion Designer /Sep 2011 to Nov 2011

- 3-month internship as a Fashion Designer.
- Designing New samples for a Retail Store.
- Working on Drape sarees, Gowns & Lehenga.
- Interacting with customer to know their requirements and customizing apparel according to their needs.

EDUCATIONAL QUALIFICATION

- Degree in Bachelor of Science of Fashion Designing from B.D Somani Institute of Art & Fashion Technology.
 - H.S.C from Maharashtra Board.
 - S.S.C from Maharashtra Board.

AWARDS

- Awarded for Most Commercially Viable Collection (Basic) 2008-2009.
 - Awarded for Creative Work Award (Advance) 2010-2011.
 - Awarded for Best Illustration Award (Advance) 2010-2011.

