



# Shan Prasad

A Textile and Management Professional having 20+ industry experience in Retail, Ecom, Multi channel in Apparel, Home

Doha, Qatar

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## Languages

English (Native)

French (Basic)

German (Basic)

Dutch (Basic)

Arabic (Basic)

Finnish (Basic)

Hindi (Fluent)

English (Native)

Kannada (Fluent)

Tamil (Fluent)

Telugu (Fluent)

Marathi (Basic)

Malayalam (Work Proficiency)

Bengali (Basic)

## About

Luxury & General Trading Items, Having rich experience in selling SaaS

### BRANDS WORKED WITH

Globegrouppellc

Karstadtquelleag

Kkomosportswearinc,nyc

Little Woods LC

Mstcw.L.L,doha

## Experience

### Country Business Director Fashion Retail

Mstcw.L.L,doha | Jan 2015 - Now

CountryBusinessHead. 2015 – 2020 (Now WFH) / Business Value Handling - 50 M QAR

Reported Directly to the CEO / Managing Director, Job Profile: Handling the Overall Business Operations and P/L, Supplier Relation/Vendor Management & Category Management, Product Q.A./Product Development Team Management,Supply Chain,/Logistics, Purchase/Material Management, PPC Management,,International Trading/Sourcing, Buying,Merchandising of Overseas Products Sourced on BOTH LICENSED & BRANDED Goods. KRA/KPI : Delivering expected/Exceeding sales targets / results (most notably contract value, revenues, number and profile ofnew clients) while ensuring that the actions taken are in full alignment with the overall business strategy and goals. Planning and executing a compelling strategy for identifying the most appropriate commercial partners to accelerate market penetration and deliver the set revenue goals. Implementing a plan to continuously improve the quality and effectiveness ofeach existing partnership. Manage proper sales training to cross functional team/partners. Targeting / Acquiring ofnew, medium-large EU Clients and other International clients by approaching potential targets directly, for business growth prospects. Track on SCM effectively Managing Business using various Tools,SAP ERP,TNA, CRM,WIP, CPM,SWOT ANALYSIS & organizing retail sales and trading across EMEA/MENA Regions introducing New vendor base ofreliable suppliers ,Pricing,Costing & product development, Incoterms,Sales, Marketing Distribution ofApparel, Luxury & General Trading Items, Having rich experience in selling SaaS solutions/ digital marketing platforms in both large /medium-sized enterprise clients, preferably in the fashion,apparel, luxury industry.Have extensive experience in initiating and managing commercial partnerships with international business partners. & have in- depth, hands-on knowledge ofdigital marketing in both the B2B ,D2C, B2C,E Commerce/Retail Industry. Work with all cross functional teams (Finance, Procurement,Project Planning,Logistics etc.) GCC/MENA Region, to ensure timely and accurate Completion ofprojects delivery portal.This responsibility extends to all Apparel Clothing Lines, Both Licensed Brands/Non Brands.

•Partner with Sales & Marketing teams in GCC/MENA/EMEA Regions to update category trends, Competitor movements, and regularly track/analyze key results measures like market share, in-market-sales and profitability.Forecasting, Planning, Developing and Managing key supplier relationships while ensuring overall Performance in all terms ofcost, quality, service, tracking and analysis ofvendor spend.Ensure all Sourced products are compliance with International Standards/Brands/Cientele.

### Country Business Head GCC/EMEA

Globegrouppellc | Jan 2008 - Jan 2014

CountryHeadGCC/MENAREGION. 2008 - 2014 .Business Handled Value-10 M OMR

Reported Directly to the Group CEO, Job Profile :Reviewed and recommended annual marketing plan as part ofthe budgeting process. Conducted competitive analysis and helped set business assumptions, objectives and Strategy. Synthesize cross-functional input across Merchandising, Planning, Production & Company planning to align quarterly merchandise strategies with annual and long-term Objectives. Refine strategies in-season where needed and provide appropriate and timely direction to the team in orders to react quickly to customer and business

trends. Ensured marketing and production strategy are complementary to the business plan. Liaising with clients & catering to all customer needs for developing & delivering designs, Sample development, Price point negotiations, Order placing, Prod deliveries, Building Business with existing & new clients. Troubleshooting /Follow-up. Handling Accounts, Logistics -Coordination. Meeting targets/Business Negotiation. Review business progress regularly with the team. Vendor development / Performance review / Capacity planning / Allocations. Experience working with offshore suppliers to ensure production arrives in full, on time and meets quality standards Communicate with sales and design team regarding range development, stock availability, future sales and stock levels. Effectively managed business using various Tools, ERP software,TNA,WIP, CRM,CPM techniques. Negotiate price, placement and delivery of production orders with suppliers. Coordinating of sampling including approval and sales ranges in order to meet launch and shipment deadlines. Sourcing and Development of new customers and new categories for existing customers to meet the new targets. Planning the merchandizing calendar, Assortment Planning, Merchandise Planning, Inventory Control. Ensuring meetings / proper co-ordination between Retail Managers, Category Buyers, Store Operations and Customer Marketing. To negotiate and draw agreements with Suppliers Manufacturers at a price rate that is the best in the market of operation. To develop financial plans which take into account market risks and opportunities within the overall corporate budget process. To accurately phase sales, stock, margin, markdown and in-take plans and projections taking into account prevailing market trends. Develop new suppliers and maintain genuine, sustainable partnerships with the existing ones. Review brand/supplier performance and profitability. To effectively plan and execute all departmental and divisional promotions in line with the promotional plan. To seek out and consider the interests of both internal and external customers at all times and to act, as the primary point of contact should any issues relating to the department arise.

### ● Merchandising Manager

Karstadtquelleag | Jan 2002 - Jan 2007

Reported Directly to the Regional Director, Hong Kong, Job Profile included handling the entire Operations, Administration, Finance, Shipping, HR, Merchandising, Sourcing, Overseas Travel, effectively managing business using various Tools,TNA, WIP, CPM & organizing Factory / QA Inspections across three countries Sri Lanka , India & BD, introducing new vendor base of reliable suppliers ,Costing & product development . Liaising with clients & catering to all buyer needs for developing designs, Delivering designs, Sample development, and Prod deliveries. Building Business with existing & new clients. Troubleshooting /Follow-up. Handling Accounts/Coordination. Meeting targets/Business Negotiation. Review business progress regularly with the team. Vendor development / Performance review / Capacity planning / Allocations. Experience working with offshore suppliers to ensure product/production arrives in full, on time and meets quality standards. Communicate with sales and design team regarding range development, stock availability, and future sales and stock levels. Negotiate price, placement and delivery of production orders with suppliers. Coordinating of sampling including approval and sales ranges in order to meet launch and shipment deadlines. Sourcing and Development of new customers and new categories for existing customers to meet the new targets. Development of prototypes along with Design, Merchandising with vendors. Follow up of schedule of orders in adherence of meeting deadlines / schedule. Handling independently the office operations in all-aspects of Q.C. & Sourcing, Merchandising, handling approx. 50 vendors, for different-products/product categories and directly reporting to the Regional Director. Interaction with our Buyers & Vendors. Organizing meeting, agenda, Sampling, Costing, Price negotiations, PPC, Q.A./ Q.C.,Style-development, Order Execution, Trouble-shooting. Sourcing / Procurement of apparels, Home textiles, Handicrafts, Hard-goods, etc., for Home-shopping, Stores, & Catalogues. Production, Planning & Control on the Merchandise & Ensuring timely-delivery of goods. – Retail / Catalog / E-Commerce Online trading – UK Market.



### ● Q.A.Manager-(Sourcing)

Little Woods LC | Jan 1996 - Jan 2002

Job Profile :Interaction with our Principles & Suppliers. Effectively Managed Business using CPM Techniques, WIP, TNA... Vendor Development /

training, E.T.I., liaison with UK Buyers/Technologist's ... Sampling, Costing, Style-development, Order Execution etc., Sourcing / Procurement of apparel, Home textiles, Handicrafts etc., for Home-shopping, Stores, & ECA Catalogues. Evaluation of Factories & Setting Standards, PRO-ACTIVISM in the sample/ sealers stage. Approving Lab-dips/Strike-off's, Bulk-fabrics, Sealing-samples, and Pre-prod. Samples, FIT etc., Production, Planning & Control on the Merchandise & Ensuring timely-delivery of goods. Monitoring Shipments, conducting Inline, Mid-line & Final-inspections (as per AQL 2.5 System).

## ● **MERCHANT**

Kkomosportswearinc,nyc | Jan 1992 - Jan 1996

Kikomo Sportswear, a NYC based Buying-Agent serving for KIKOMO, RIDERS, J.C.PENNY, VENTURES, HIGH ADVANTAGE, CALDORS, GAP, SEARS, WALMART, K-MART, TARGET, Charming Shoppe's, B.BRONSON STORES in the UNITED STATES. Costing of the garment from the right source & negotiating with the vendors for competitive prices. Dealing with the vendors for proper Order Execution & complete follow-ups at the different stages of production. Total Sampling, Production, Inspection and Shipment Follow-up's. Quality Assurance such as Pilot-run, INLINE, MID-LINE, FINAL INSPECTIONS in each product. Advising Technical-Parameters on sewing for different fabrics, fabric / print-approvals, wash-approvals, etc. Tracking all Inputs of Fabric / Trims, close-follow-up of Delivery & Shipping Info. to Buyers. Assuring Quality as per Buyer Quality standards. & Approving FIT Samples, Size-sets, and PPS & giving Technical comments on samples. Conducting Inline, Midline, and Final inspections as per division requirements. Communication & corresponding with concern Merchandiser on Approvals, Lead time on delivery's & Production follow-up's etc., Setting up systems / Training / Standards with the vendors for required parameters i.e. 4.0 / AQL 2.5.