# Asha .Y. Sudrik

# *B/1102 Elysium, Opp Euro School, Near Pink city, Wakad*

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***Apparel Merchandiser with an overall retail experience of 9 years comprising of 4 years in the front end store operations and 5 years in merchandising.***

**Professional experience:**

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| **Designation** | **Organization** | **Since** | **To** |
| Writer Translator | Freelancer | Aug-12 | Present |
| Merchandiser | Shoppers Stop | Apr-10 | Oct-10 |
| Deputy Merchandiser | Shoppers Stop | Dec-05 | Mar-10 |
| Department Manager | Shoppers Stop | Jun-03 | Dec-05 |
| Customer Care Associate | Shoppers Stop | Nov-01 | Jun-03 |

**Writer translator: Aug 12 to Present**

* Freelancing as a writer, doing sub titling work for movies and TV serials.
* Translating dialogues from Hindi and Marathi to English.

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**Merchandiser: Apr 10 to Oct 10**

**Stock management—**

* Range width assortment planning for the category.
* Placing orders with the vendors for the season, based on the sales projections and budget planned.
* Issuing Purchase orders every week so as to ensure the merchandise comes to the warehouse on time.
* Following up with the vendors for timely delivery of merchandise at the warehouse.
* Regular tracking of stock levels in the stores and raising transfers.
* Transferring stocks from one store to another based on the performance of the style and demand for the same.
* Following up with the store DMs’ and ROMs’ and keeping them updated about new styles hitting the floor and action to be taken on slow movers.
* Planning the weekly intake of stocks based on future sales projections and past weeks sales.
* Maintain the NWC norms at any given point of time without exceeding the OTB.
* Conduct monthly reviews with the brands and give them regular feedback.
* Planning promotional offers and tracking their impact on business.
* Getting feedback from the front end team on a weekly basis and implementing the learnings.
* Increasing and decreasing the number of brands from the category depending on the performance without disturbing the product offering to the customer.
* Extensive planning for the festive seasons and EOSS well in advance, keeping the front end team in loop as to what kind of stocks they are going to expect in the store.
* Similarly giving a sales projection and stock estimate to the brand well in advance so that they are ready with the stocks in time.

**Vendor Management—**

* Giving weekly, monthly feedback to the vendors.
* Taking feedback from the vendors about the on-going trends in the market and competition.
* Co-coordinating with the accounts team so as to ensure that the vendor is paid on time.

**Achievements—**

* Run a challenge for the suits & jackets team at the front end in AW09 thus achieving record sales of 3.50 crores in 4 weeks. (Highest ever sales in this category).
* Successful expansion of Hanes & Levis in SSL.
* Successfully Launched & expanded Manyavar & Manish Creations in means’ ethnic category on an SOR model to meet the needs of the wedding customer.
* Successfully launched & expanded CK in UGs'’ thus giving an incremental business of 5.5 lakhs per week.
* Converted 5 out of 7 brands in suits to SOR thus making the operating capital negative.
* Cleared 3 assessment centers in a period of 8 years.

**Deputy Merchandiser: Dec 05 to Mar 10**

* Issuing purchase orders to the vendors regularly.
* Keeping a track of stock in the stores and making necessary transfers.
* Taking a weekly feedback from the stores and taking necessary action.
* Co-coordinating with the vendors so that the stock reaches the warehouse on time.

**Achievements—**

* Cleared the assessment centre for the post of a merchandiser in Feb 2010.

**Department Manager: Jun 03 to Dec 05**

* Leading a team of 25-30 people.
* Ensuring that the right amount of staff is present on the floor at any given point of time by proper staff scheduling.
* Achieving the sales planned for the department.
* Ensuring that the staff is well groomed and pleasing.
* Understanding the training needs of the team and conducting training sessions accordingly.
* Mentoring and grooming the potential Associates for the next role.

**Achievements—**

* Cleared the assessment centre for the post of a Deputy merchandiser in Dec 2005.

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**Academic background:**

* Certificate course in retailing from City and Guilds UK in Year 2005.

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| **Level** | **Year** | **University** | **class** |
| B.A. (History) | 1999-2001 | Mumbai University Mumbai | 1st class |
| H.S.C | 1997-1999 | N.K.college Mumbai | 1st class |
| S.S.C | 1997 | St. Jude's High School Mumbai | 1st class |

**Personal details:**

* Date of Birth – 3rd January 1981
* Marital status – Married

**Hobbies:**

* Reading & writing.
* Travelling.
* Cooking.