

# MASNAVI HUSSEIN



## Contact

**Current Address:** Flat 2A,  
House 5,  
Road 3, Sector 3, Uttara, Dhaka  
1230, Bangladesh.

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**Permanent Address:** 34/6A,  
Dhakshinarama Road, Mount  
Lavinia, 10370 Sri Lanka.

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masnavihussein

## Summary

Expertise in tracking the entire order process from price negotiation through on-time delivery. Strong analytical and problem-solving skills. Develop plans, measure results and translate findings to influence future business decisions. Proven to be flexible/adaptable in a fast-paced, rapidly changing and growing business environment. **25 years** of experience in the Garment industry across **Sri Lanka, Africa and Bangladesh.**

## Skill outline

- Sourcing New Business
- Strong decision maker
- Complex problem solver
- Expertise in product costing
- Merchandising and Sourcing.
- Budgeting and Control
- Planning and monitoring

## Strengths

- Marketing and Merchandising professional with strong sourcing capacity to bring high volume of new business to the company.
- Product costing, pricing and product development.
- Dealing with buyers independently for all the Merchandising activities including price quoting, negotiation and sourcing.
- Keeping liaison with Buyers including order booking, processing, order follow up and export planning.
- Ability to handle multiple buyers and multiple styles of different buyers at a time.
- Directing, controlling, monitoring and ensuring uninterrupted shipments to meet the delivery schedule.
- Follow Up of full order from order receiving to shipment including material booking and capacity booking, updating production status, etc.
- Thorough knowledge of key operations and cost parameters at every stage of the production process.
- Competitiveness, constant improvement and meeting targets on turnover. Follow up on supply chain, inventory, production process, quality standard and performance

## Education

- MBA – (University of Colombo, Sri Lanka)
- Diploma in Marketing – (Wigan & Leigh College, England)
- Diploma in Textile – (University of Moratuwa Sri Lanka)
- Association of Accounting Technicians – (United Kingdom).

## Languages

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English  
Sinhalese (Native)  
Bengali  
Tamil

## Referees

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### Mr. M. Khan

#### Chairman

UGL Inc. 124 E. Merrick Rd,  
Suite 101, Valley Stream, NY  
11580, United States.  
Mobile: +16467252676

### Mr. Manoj Anurapala

#### Director - Operations

Aspire Garments (Pvt) Ltd  
491, Dhalla, Singair, Manikgonj,  
Bangladesh.  
Mobile: +8801783328844

## Work experience

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### Current Employment.

**General Manager Marketing and Merchandising  
Sharmin Group Ltd, Ashulia, Dhaka, Bangladesh.**

\*Buyers: Levis, Aeropostale, Abercrombie & Fetch

**General Manager – Marketing and Merchandising  
Aspire Garments Ltd, Manikgonj, Dhaka, Bangladesh.  
2020 – 2024**

- Buyers - Walmart, Next, Costco, Primark, Aldi, Aeropostale, VF Asia, C&A and Lidl.

**General Manager – Marketing and Merchandising  
Trouser Line Ltd (Hameem Group), Dhaka, Bangladesh  
2015 – 2020**

- Buyers – Matalan UK, Primark, Carters Inc., Lidl, H&M, C&A, River Island.

**Merchandising and Sourcing Manager  
Mitali Fashions Ltd, Dhaka, Bangladesh  
2013 – 2015**

- Buyers Handled- Walmart, K-mart, Takko, PVH

**Merchandising Manager  
Alltex (EPZ) Ltd, Nairobi, Kenya (Africa)  
2011 – 2013**

**Merchandising Manager  
Milestone Lanka (Pvt) Ltd, Colombo, Sri Lanka.  
Buying Agent.  
2000 – 2011**

**Merchandiser / Senior Merchandiser  
Tri Star Apparel Exports Ltd, Sri Lanka  
1997 – 2000**