

# MASNAVI HUSSEIN



## Contact

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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 & Fitch

### **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**