Lavanya Selvaraj

Merchandiser

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PERSONAL STATEMENT

Export merchandiser with 5 years of experience in knitwear for European and UK buyers in Tiruppur. Handles enquiries, costing, tech-pack review, sampling, TNA tracking and production follow-up for 120,000 to 180,000 pieces a month, with a strong record of on-time shipment and right-first-time approvals.

WORK EXPERIENCE

Senior Merchandiser · **Noyyal Knit Exports Pvt Ltd, Tiruppur** Mar 2023 – Present

- Manage 3 buyer accounts in Germany and the UK for T-shirts, polos and kidswear, with annual FOB value of about ₹42 crore.
- Prepare FOB costing from tech packs covering yarn, knitting, dyeing, printing, CMT, trims and overheads, winning 70% of quoted styles.
- Track TNA for 40+ styles a season from lab dips and proto samples to PP approval and final inspection, achieving 94% on-time shipment.
- Cut sample rejections from 30% to 12% by holding pre-sampling meetings with the pattern, fabric and print teams.

Merchandiser · **Kongu Garments, Tiruppur** Jun 2021 – Feb 2023

- Followed up fabric, trims and accessories for 15 to 20 orders a month and updated buyers on production status.
- Coordinated buyer-nominated third-party inspections at AQL 2.5 and closed corrective actions with the production team.
- Maintained order files with POs, approved samples, BOMs and shipping documents for audits.

EDUCATION

B.Sc. in Costume Design and Fashion · **Coimbatore Institute of Apparel Studies, Coimbatore** 2018 – 2021
Grade: 81%

SKILLS

Tech pack review | FOB and CMT costing | TNA tracking | Sampling (proto, fit, PP) | Lab dips and strike-offs | AQL inspection | ERP for garments | Advanced Excel

CORE SKILLS

- Buyer communication
- Negotiation
- Follow-up discipline
- Problem solving
- Team coordination

CERTIFICATIONS

Certificate in Apparel Merchandising · **Apparel training institute** Sep 2021

LANGUAGES

Tamil · Native | English · Fluent | Hindi · Conversational

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