

Inoka Priyadarshani

Email: inokapa@yahoo.com

Mobile: 055-660-8419



=====

Career Objective

Seeking a challenging and rewarding career in a diverse environment where my strong work ethic, education, and expertise can be used to help promote the mission and exceed organization goals.

Professional Experience

1. Zennova Home -Abu Dhabi

Designation : **Buying Manager – Furniture & Chandeliers**

Duration : December 2021- March 2024

Job Responsibilities:

- Vendor management & Purchasing
- Portfolio Management
- Product Sourcing and Product Development
- Seasonal Buy Plan /OTB Management
- Inventory Management
- Price & Promotion Strategies
- Product Launch pack updates
- Merchandising & Logistic Strategies

2. Home Centre LLC– UAE

Designation : **Senior Buyer - Upholstery**

Duration : Oct. 2015 – Dec. 2021

Job Responsibilities:

- Product Sourcing and Product Development
- Vendor management & Purchasing
- Seasonal Business Trips and & Explore Global trends
- Product Mapping and Assortment replenishment
- Pricing Strategies, Product launch & Phase-out, Markdown, and clearance strategies
- FAB briefing for supportive functions - VM, Marketing and E com
- Product Launch pack & MCR Updates- Monthly
- Territory Performance Updates – Retail and Buying collaboration

3. Home Centre LLC- UAE

Designation : **Buyer - Upholstery**

Duration : Nov. 2012 – 2015

Job Responsibilities:

- Purchasing/ OTB Management (Vendors from China, Malaysia, Denmark, Taiwan and Turkey)
- Product Sourcing & Design
- Seasonal Travelling and Product Selection
- Seasonal Product Mapping & PLC analysis (at SKU level)
- ABC analysis and SWOT analysis
- Pricing Strategies and Phase-out planning
- Marketing/Promotion Strategies
- Product feedback & by Quarter Competitor Analysis Feedback Presentation
- Interdepartmental Coordination (Imports, Marketing, IT, Merchandize Control Department and Logistic)

4. Rocket Internet GMBH. (E – Retailing)

Designation : **Buyer** (Furniture & Household)

Duration : May 2012 August 2012

Job Responsibilities:

- Local Sourcing / Purchasing
- Category Management
- Product Selection and Range Planning
- Stock Monitoring & Forecasting
- SWOT, Gap & Competitor Analysis
- Budgeting & Pricing
- Portfolio Analysis, Product Boosting & other strategies
- Interdepartmental Coordination (Marketing, IT, E Merchandise & Logistics)

5. Home Centre LLC- UAE

Designation : **Assistant Buyer**

Duration : July 2007 - April 2012.

Job Responsibilities:

- Purchasing and Reordering (vendors from China, Malaysia, Denmark, Taiwan and Turkey)
- Product & Design Selection
- Stock Monitoring, Analyzing and Forecasting
- Furniture SWOT analysis
- Budgeting, Pricing & Marketing/Promotion Coordination
- Product feedback & by Quarter Competitor Analysis Feedback Presentation
- Interdepartmental Coordination (Imports, Marketing, IT, Merchandize Control Department and Logistic)

6. Home Centre LLC- UAE

Designation : **Merchandise Analyst**

Duration : July 2005 - June 2007

Job Responsibilities:

- Stocks control and Stock analysis – All Departments
- Store Space allocation, maximization & Reduce Inventory Investment
- Stock Monitoring – Fast / Slow /Nonmoving (Minimize aged Inventory)
- Display & merchandising Strategy Implementation
- Stock maintenance Vs Back store management and Damage control
- Product feedback & Identify Probability of Categories
- Report Preparation, Interdepartmental Communication & Coordination (MCD, Retail Manager & Staff & other Showrooms)

7. MONDY – Sri Lanka

Designation : **Trainee Manager**

Duration : January 2004 - April 2005

Job Responsibilities:

- IT (Quick sell Software) Monitoring & Development feedback
- HR Related – Recruitment, Selection, Training & Motivation
- Network/ Client Coordination & Communication
- Agency Relationship, Media planning & Marketing Research
- Floor Management & Merchandising
- Inventory Control & Market Diversification Strategic Planning
- Basic Account - Bookkeeping, Petty Cash, Business Accounts
- Performance analysis & Monthly Presentations to the Management

8. Johnson & Johnson- Sri Lanka

Designation : **Management Trainee**

Duration : September 2001 - October 2002(University Internship project)

Job Responsibilities:

- Key Accounts coordination & Communication
- Agency Relationship & Media planning
- Market Research (Competition Map)
- Marketing Research (Advertising Related)
- Performance analysis & Monthly Presentations to the Top Management
- Presentation (Quarterly forecast Marketing Plan)

9. National Servings Bank - Sri Lanka

Designation : Marketing promotion & Development Executive

Duration : Six Months -1996 (after High School)

Job Responsibilities:

- Agency (Advertising) Relationship
- Event Management (Branch Opening, Client Meeting, Promotions)
- Market feedback & Competitive Analysis reports
- Monthly feedback (presentation) to the Top Management

10. Ceylan Bank – Sri Lanka

Designation : Trainee - Front Office Executive

Duration : Six Months -1994 (after Secondary School)

Job Responsibilities:

- Product Portfolio Analysis
- Network Co-ordination
- Customer Care & after Sales Service

Educational Qualification

- Have completed **B.Sc. Marketing Management** (Special) at **University of Sri Jayewardenepura**.

Main Subjects:

Marketing Management, Business Management, Economics, Management Accounting, Human Resource Management, Management Science, Product Management, Sales & Direct Marketing, Marketing Research.

- **Secondary Education**

G.C.E (A/L) Examination – 1996 (Commerce Subjects)

G.C.E (O/L) Examination – 1993

Other Qualifications & Skills

1. One-year completion of German Language at Goethe Institute (German Language Centre –Dubai) with 93 Marks
2. Completion of an English Course at British Council in 1997
3. Certified on Computer Diploma at T.C.T.I (Technology & Computer Training Institute) - Colombo, in 1996
4. Completion of TOEFL Examination in 2005. Score is 3.5
5. President of the College Commerce Association - 1996
6. Treasure of the College Literary Association - 1995
7. Played for the College Badminton and Table Tennis Team from 1992 till left the school
8. Member of University Table Tennis Team – (1998-2003)

Personal Profile

Date of Birth	9th December 1977
Nationality	Sri Lankan
Languages Known	English, Sinhalese & German (Basic)
Driving License	Light Vehicle- Automatic

Reference available on request