



Profile

Experienced Purchasing Manager specializing in fresh fruits and vegetables, with strong leadership skills and a proven track record in procurement, team management, and project execution. Skilled in driving operational efficiency, achieving targets, and maintaining supplier relationships in high-pressure environments

Objective

A highly skilled and results-driven Purchasing Manager with over 15 years of experience in the fresh food and fruits & vegetables sectors. Adept at managing international procurement, supplier negotiations, and inventory control across multiple regions. Seeking to leverage expertise in purchasing, product quality management, and budget planning to contribute to the growth and operational efficiency of a dynamic organization. Passionate about optimizing processes, driving profitability, and fostering strong supplier relationships to meet company goals.

R. Sridharan

PURCHASING MANAGER -IMPORTS

Suma Fruits International CO.WLL – 2019–2025

- Managed international purchasing operations and led supplier negotiations across global markets.
- Oversaw procurement for renowned international brands including Dole, Chiquita, Driscoll's Berries, Pink Lady, Sumich Australia, Zespri Kiwi, and French Apple Society.
- Established and maintained direct relationships with growers and producers across 21+countries, ensuring consistent quality and supply.
- Directed merchandising and operational execution for all imported products throughout the country.
- Implemented efficient product cost control strategies in collaboration with major shipping lines to reduce overall product costs and ensure faster delivery timelines
- Managed international claims processes involving shipping lines and consignees, leveraging expertise in logistics and contract compliance.
- Monitored daily sales, profit margins, and shrinkage, taking corrective actions to maintain and improve profitability.
- Led budget planning processes aligned with **MTD** (Month-to-Date) and **YTD** (Year-to-Date) performance goals.
- Delivered weekly sales analysis reports to the Chairman and consultants, providing insights for high-level strategic decisions.

PURCHASING MANAGER – FRUITS & VEGETABLES, FRESH FOOD

IFA Food Company (ONCOST), Kuwait | 2011–2019

- Reported to the Vice President of Buying and the Managing Director of the Fresh Division.
- Planned and executed purchasing strategies for commodity products, negotiating with international suppliers for optimal pricing and quality.
- Analyzed local market demand to align import strategies and sourced products from India, Lebanon, Dubai, and Thailand.
- Managed pre-planned orders to meet customer needs, achieving a 25% net margin.
- Oversaw customs documentation processes to ensure smooth consignment clearance.
- Imported Global GAP-certified products tailored to specific customer requirements.

Contact No +965 51712695

EMAIL: sri7185@gmail.com

COMPANY APPRECIATION CERTIFICATES

Man of the Month (Panda Retail Sector), 2000

Five Year Service Award (Panda Retail Division), Fresh Food

Certificate of Recognition, 2006

IFA Food (Oncost) Record Sales Achievement, 2015

TRAINING CERTIFICATES

Interpersonal & Communication Training
Priority Management: Optimizing Time & Productivity

IT SKILLS

Proficient in JDA, SAP Retail, IBM AS400, and GOLD systems
Skilled in Microsoft Office (Excel, Access, word, Visio, Project)

PERSONAL DETAILS

Date of Birth: 1st April 1977
Nationality: Sri Lankan
Marital Status: Married
Driving License: Kuwait / Sri Lanka

- Developed product specifications and coordinated lab testing to meet quality standards.
- Managed E-commerce product listings, including buying, pricing, and quality control.
- Created and executed yearly buying budgets and logistics plans.
- Designed and implemented efficient distribution strategies.

DIVISION MANAGER – FRUITS & VEGETABLES Geant-Fucom Kuwait | 2009–2011

- Oversaw the Fruits & Vegetables division, ensuring smooth daily operations and reporting to senior management.
- Designed innovative display layouts to enhance product visibility and attract customers.
- Conducted routine quality checks across sections, collaborating with team leaders for improvements.
- Controlled inventory levels, ensuring accurate stock replenishment and minimizing excess or shortages.
- Verified product receiving accuracy and maintained consistency in quality standards.
- Reduced wastage through efficient processes and proactive team engagement.
- Analyzed sales performance, focusing on improving margins and meeting revenue goals.
- Strategized competitive pricing and sourced new products to expand the product range.
- Launched creative promotions to boost sales and customer engagement.
- Improved team performance by coaching staff in quality checks and operational excellence.
- Increased annual revenue by 28% through targeted marketing and strategic product placements.
- Monitored expenses and optimized operational efficiency to meet budgetary goals.

SENIOR DIVISION MANAGER – FRUITS & VEGETABLES Geant Saudi Ltd., Saudi Arabia | 2007–2009

- Reported to the Head of Fresh Food for operational and strategic issues.
- Managed daily display layouts, quality control, and stock replenishment.
- Supervised product receiving, wastage control, and margin checks.
- Developed and implemented sales and margin strategies, achieving MTD and YTD targets.
- Negotiated with suppliers for promotions and ensured competitive pricing.
- Conducted weekly market analysis for price and product competitiveness ("Like-to-Like").
- Introduced new products from various countries and maintained a portfolio of 275 local and imported items.

- Trained team leaders in quality control and operational excellence.
- Conducted monthly inventory with the finance team to ensure stock accuracy.
- Boosted yearly turnover by 25% through strategic sales planning and promotions.
- Successfully launched Fruits & Vegetables sections in two new hypermarkets (Riyadh and Jeddah).

BUYER – FRUITS & VEGETABLES

Al Aziza Panda United, Saudi Arabia | 2004–2006

- Reported directly to the Head of Fresh Food Purchasing Division for daily operations.
- Managed daily orders, quality checks, and coordination with regional buyers.
- Oversaw promo item distribution from the warehouse to stores and local purchases based on daily store requirements.
- Negotiated and processed international product orders.
- Controlled store stock, wastage, and shrinkage on a daily basis.
- Selected weekly promotional items in collaboration with regional teams and marketing.
- Achieved budgetary and sales targets through staff motivation and KPI management.
- Conducted daily sales reviews (Today/MTD/YTD) and resolved "Not in Stock" (NIS) issues promptly.
- Organized vendor meetings to secure BDF agreements.
- Designed and implemented display calendars for promotional areas (e.g., gondolas).

TRAINING STORE MANAGER

Panda Retail Company, 2001–2003

- Managed merchandise ordering, receiving, and displays from warehouse and DSD.
- Supervised department managers in perishable and non-perishable sections.
- Ensured proper product rotation, cleanliness, and timely markdown/returns of expired goods.
- Allocated manpower to meet peak customer demand and ensured efficient service.
- Reviewed and resolved discrepancies in daily sales, receiving, and cash reports.
- Trained and guided staff on retail operations and best practices.
- Maintained equipment functionality and enforced security procedures.

EDUCATION

- **BBA** – Bachelor in Business Administration
- **MBA** – Final year – Postal (Jaipur National University)
- **Specialized Education:** Computer Engineering (Software & Hardware)

Declaration

I hereby declare that the information provided above is true and correct to the best of my knowledge and belief. I take full responsibility for the accuracy of the particulars mentioned.

Signature: R. Sridharan