

W. H. DILSHARA FERNANDO

PGD in Professional Marketing (CIM.UK) | PCM (SLIM)

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To leverage extensive experience in merchandise planning, strategic procurement, and inventory management. Aiming to drive sales growth and enhance product assortments through trend analysis and innovative merchandising strategies. Committed to optimizing supply chain operations, fostering strong supplier relationships, and achieving organizational goals through effective planning and procurement practices.

EXPERIENCE

PRODUCTION & QUALITY ASSURANCE COORDINATOR

June 2024 to Present

WHM Fashion Designing

Silicon Oasis, Dubai

- Work closely with the production team to allocate resources and manage workflow.
- Monitor production schedules and adjust as necessary to meet deadlines.
- Ensure that production targets are met while maintaining efficiency and cost-effectiveness.
- Address any production delays or issues and implement corrective measures promptly.
- Develop and implement quality control procedures to ensure products meet company standards.
- Inspect raw materials, in-process products, and finished goods for quality compliance.
- Collaborate with the production team to identify quality issues and implement solutions.
- Prepare & maintain detailed records of Monthly plan, production outputs, monthly reports, order sheet, quality inspections.
- Communicate with customers regarding quality requirements and address any concerns or complaints.

SENIOR DEVELOPMENT MERCHANDISER

August 2023 to December 2023

Nor Lanka Manufacturing Limited

Colombo, Sri Lanka

- Preparing pre-costing sheets to evaluate the company position against the target prices.
- Proactively execute appropriate merchandising planning in the assigned area based on product movement and availability
- Manage and maintain all relevant trackers in the agreed formats
- Assists in analyzing previous season's sales and reports the current season's lines.
- Undertake all activities required to get the samples done including organizing fabrics, trims, embellishments, and special treatments.
- Provide adequate and necessary information whenever required to Head Office, Administration office or various departments of the company
- Respect office guidelines of the company and always keep the, drawers, tables and workplace neat and clean.
- Provides fast and excellent customer service to the customers in a very professional way
- Assist in career development and succession planning for team members.

PROCUREMENT MERCHANDISER

RM Holdings (Pvt) Ltd

June 2022 to August 2023

Negombo, Sri Lanka

- Maintaining a proper TNA (time and action plan) with each and every supplier to get the delivery on time.
- Coordinate with the Buying / Imports / Data Entry and Planning team to process order through system.
- Controls stock level based on forecasts of the season.
- Coordinate the handling of freight, the movement of equipment, and necessary minor repairs
- Responsible for the dispatch of in store POS to the other locations.
- Arranging sample courier pick-ups using several courier services
- Ensure a continuous high level of product knowledge including target groups, the product range, customization and selling arguments.

DEVELOPMENT MERCHANDISER

Ru Salu Clothing (Pvt) Ltd.

June 2021 to Dec 2021

Katana, Sri Lanka

- Collaborate with buyers & suppliers for new developments, negotiate quotations, quantities, and time scales from the development stage up to bulk order delivery.
- Calculating raw/ sewing and packing material requirements and preparing the BOM upon the customer's purchase order receipt.
- Having a sound knowledge of Inco terms, payment terms, shipping tolerances, MCQ, MOQ, MSQ, and surcharges.
- Sharing shipment documents with the customer and ensuring they get the payment on time.
- Sharing shipment documents with the customer and ensuring they get the payment on time.
- Preparing pre-costing sheets to evaluate the company's position against the target prices.

MERCHANDISER

Isabella (Pvt) Ltd.

November 2017 to May 2021

Katunayake, Sri Lanka

- Plan & develop merchandising strategies that balance customers' expectations and company objectives.
- Assist managing inventory levels to ensure optimal stock levels while minimizing excess
- Keep an eye on sample product development to meet the customer's expected sample deadlines (prototype samples, fit samples, pre-shipment samples, TOP samples, photo samples, & samples, counter samples, testing samples, and third-party inspection samples).
- Collaborate with buyers & suppliers for new developments, negotiate prices, quantities, and time scales from the development stage up to bulk order receipt.

Knitting Planning Assistant

Isabella (Pvt) Ltd.

October 2016 to November 2017

Katunayake, Sri Lanka

- Machine capacity planning in the knitting department includes issuing bundle cards.
- Raw material reservations for placed purchase orders with consideration of the BOM
- Entering daily production figures (Knitting, Linking, Boarding, and Packing Dept).

EDUCATION QUALIFICATIONS

- CIM Level 07 - Post Graduate Diploma in Professional Marketing - (MAR 2024) | CCBM (Colombo)
- Certificate of Fabric Manufacturing Process – University of Moratuwa (2023)
- Graduate Diploma in Marketing (Managerial Level) – (DEC 2020) | The Sri Lanka Institute of Marketing (SLIM)
- Professional Certificate in Marketing (PCM) (2017) The Sri Lanka Institute of Marketing (SLIM)
- Diploma in Information & Communication Technology (2016) IDM Campus (Sri Lanka)
- Diploma in English Language (2016) Regent Language School (Sri Lanka)
- Certificate Level in Management (2013) British Campus (Sri Lanka)
- Successfully passed the G.C.E. Advanced Level and G.C.E. Ordinary Level examinations – Sri Lanka

ADITIONAL EXPERTISE

- Customer Service Management
 - Planning and Organizing
 - Team Leadership & Collaboration
 - Cross-Cultural understanding
 - Flexibility
 - Training and Development
- Communication skills
 - Attention to detail
 - Dedicated and hard working
 - Adaptability & Punctuality
 - Time Management & Organizing

SOFTWARE KNOWLEDGE

- Microsoft Word
- Microsoft Excel
- Internet/ Email
- Computer ERP/SAP Systems
- Microsoft PowerPoint

PERSONAL INFORMATION

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|-----------------|---|--|
| Name in full | - | Warnakulasooriya Hashani Dilshara Fernando |
| Date of birth | - | 02-08-1996 |
| Age | - | 28 Years |
| Civil Status | - | Married |
| Visa Status | - | Spouse Visa |
| Passport Number | - | N10517225 |
| Nationality | - | Sri Lankan |

I am well-prepared to commence my role immediately and can readily accommodate the company's preferred start date.