



# Srishti Madhav

Procurement Officer

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## Languages

Hindi

English

## About

With over 7 years in the fashion industry, I've co-founded an athletic leisurewear brand and excelled in procurement and sales forecasting. Experienced in driving growth through market analysis, I'm adept at inventory planning and cross-departmental collaboration to maximise profits. Fluent in basic Hindi and English, with extensive experience in high street and luxury retail environments, including boutique and pop-up stores, focusing on womenswear and accessories.

### BRANDS WORKED WITH

mirari jewelery

Modelama Exports Pvt. Ltd.

Red Cheri

## Experience



### ● Co-Founder

Red Cheri | Jan 2018 - Mar 2024

An athletic leisurewear brand founded in Madrid focusing on providing high quality women's wear garments at competitive prices. Directed the buying process and successfully created a range of products by identifying the leading activewear manufacturers across the globe. Conducted an in - depth market analysis for range planning for the various offline and online sales channels for the company. Assisted in inventory planning through in-depth analysis of product performance for optimal utilization of budgets. Responsible for maintaining stock levels on a weekly basis by effectively analyzing sales figures and sales forecasting. Actively collaborated between the buying, logistics, production and marketing departments to make key strategic decisions to maximize profits. Negotiated the contract for the company's first retail store in an upscale neighborhood in Madrid, including a 6-month free period. Initiated partnerships with two third party e-commerce platforms to expand business in SEA and the rest of Europe, improving MoM sales by 25%.

### ● Chairman's office- Procurement and Order lead

Modelama Exports Pvt. Ltd. | Jan 2015 - Jan 2018

Leading manufacturers and exporters of woven garments with a global reach. Directly interfaced with the buying directors of Multinational Retail Corporations and leading International Brands such as Walmart, Hugo Boss, Ralph Lauren, Calvin Klein. Conducted extensive research on in fashion trends and assisted in competitor analysis. Directed the design process in colour palette and fabrics selection to deliver a well-balanced range to clients. Assisted in directing the price structure for the garments and successfully negotiated prices for fabric and yarn with manufacturers which helped decrease the cost by 4-6 %. Adhered to strict budgets, timelines and legalities to avoid fines regulated by contracts and attain end goals efficiently.

## Education & Training

2021 - 2022

### ● University of Westminster

MA Fashion Business Management,

2009 - 2012

### ● Gargi College, University of Delhi

Bachelor of Computer Applications,