

Waseem Sadiq

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Summary

An experienced professional who has worked in local and international corporate settings. Has rich working experience at managerial level to successfully handle teams & resources in high stress & time sensitive environment.

Core Competency: Integrity, dependable, team leader, quick learner, multi-tasking, detail oriented and operational management.

Academic

2010	Post Graduate Diploma in Business Management	ABE West End College London, UK
2009	Advance Diploma in Business Management	United College London, UK
1998	Bachelor of Commerce	Karachi University
1996	Higher School Certificate	Karachi
1993	Secondary School Certificate	Karachi

Professional Experience

2017 – 2022	Premium Knits	Karachi
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Company Profile: A knit garment factory with an annual production of over 100,000 dozen. Main exports to U.S. and European markets.

Merchandising Manager. Reported to General Manager

- Responsible for managing both our existing sales pipeline and developing new business opportunities.
- Take a lead role in the development of proposals, queries and presentations for new business materials to create and nurture business opportunities.
- Identify trends and customer needs, building a short/medium/long-term production pipeline in accordance with on time shipment and budget targets.
- Motivate the team, track performance, and report metrics
- Monitor and evaluate industry trends and customer drivers and meet regularly with management and stakeholders to discuss production and quality strategies from order placement till shipment to ensure smooth work flow.
- Handled sourcing & order placement with local and international suppliers for accessories & trims.
- Responsible to outsource & manage print & embroidery works on the garments.

2013 – 2016	Alfa Meli Group	Saudi Arabia
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Company Profile: Alfa Meli Group is a leading Saudi Arabia based company which deals with major clients and group of companies in different business sectors with in Al-Jubail and other regions in KSA.

Marketing Manager / Business Development Manager. Reported to Chief Executive.

- Increased business by 1 million riyals per annum and completed Subic Supplies project worth 5 million Saudi Riyals.
- Coordinated with IT & in house marketing teams to update & market products online to promote eCommerce business.
- Improved client/company relationship by regular visits to markets and companies.

2003 – 2008	VIA ASIA	Karachi
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Company Profile: An apparel buying agent office for both knitted and woven garments. Mainly working with U.S. clients. E.g., Regatta, K-Mart, Knights Apparel LLC-USA.

Manager Merchandising. Reported to Director.

- Successfully managed different international brands for customers.
- Supervised team with all technical details of customer requirements.
- Involved in product development, sampling. embroidery and rotary or screen print.
- Coordinated with local & foreign suppliers & vendors for trims & accessories.
- Responsible for inhouse approvals, production. quality inspections, timely shipments, payments & follow ups.

2000 – 2003	Premium Knits	Karachi
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Company Profile: A knit garment factory with an annual production of over 100,000 dozen. Main exports to U.S. and European markets.

Merchandiser. Reported to Merchandising Manager

- Responsible for managing client orders. Daily co-coordinated between buyer & different factory departments at each stage of production from order placement till shipment to ensure smooth work flow.
- Handled sourcing & order placement with local and international suppliers for accessories & trims.
- Responsible to outsource & manage print & embroidery works on the garments.

1997 -2000	Bonanza Garments	Karachi
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Company Profile: A knit garment factory with an annual production of over 60,000 dozen. Premium exports to U.S. and European markets.

Assistant to General Manager. Reported to General Manager.

- Prepare order and costing sheets and approvals.
- Prepare Knitting, dyeing programme from yarn to finish fabric.
- Prepare Production programmes
- Responsible apparel production floor. Had to manage with Merchandising Manager in production floor tasks to resolve any production issues such as meeting with contractors, labour, machinery, raw material inputs, accessories, quality, packing, delivery and full fill management routine tasks.
- Managed a team of supervisors who in turn handled their own teams for different production floor operations. In total, headed a team of 60 workers.