

FOREVER NEW

POSITION DESCRIPTION

Position Title:	Manager – Branch Merchandiser
Date Prepared:	Sep 2023
Reports to:	AVP – Planning & Buying
Direct Reports:	2
Key Relationships:	Marketing, VM, IT, Warehouse and Operations Team

Job Purpose / Overall Objective:	The role will manage the demand and supply requirements for customers by planning and coordinating future inventory and sales volume across channels.
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List the experience, skills and knowledge required in the role to achieve the overall objective above:

Work Experience:	<ul style="list-style-type: none"> ▪ Analyzing data or insights to determine industry and consumer trends regarding the product and category. ▪ Creating forecasts for product demand to ensure sustainability of inventory. ▪ Reviewing and planning range performance and identifying opportunities to improve short-term and long-term plans. ▪ Ensuring right price points in the system. ▪ Inventory Management: Allocation; Replenishment; Consolidation thus reducing fragmentation. ▪ Competition Survey and sharing the information with management. ▪ Raising the claims to the partners and coordinating from warehouse for it. ▪ To update on the expenses and losses booked on monthly basis partner-wise 				
Technical Skills or knowledge: (e.g. Pattern making, Textile knowledge)	<ul style="list-style-type: none"> ▪ Ideal candidate should have 5– 7 years of experience in Category Management ▪ Graduate from reputed Fashion Management institute – NIFT, Pearl 				
Behavioural Competencies: (e.g. Communication skills)	<ul style="list-style-type: none"> ▪ Must have strong interpersonal skills, be able to build relationships with and influence stakeholders ▪ Should preferably have an experience of managing a team ▪ Ability to multitask and prioritize deliverables ▪ Should be assertive, logical and analytical in approach 				
Signature:	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">Employee Name:</td> <td style="width: 50%; border: none;">Employee Signature:</td> </tr> <tr> <td style="border: none;">Manager's name:</td> <td style="border: none;">Manager's signature:</td> </tr> </table>	Employee Name:	Employee Signature:	Manager's name:	Manager's signature:
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Key Result Area	Key Tasks	Desired Outcome / Measures of Success
Revenue Generation	<ul style="list-style-type: none"> ▪ Ensuring the development and Success of a Product Category. ▪ Ensuring the timely operations of Various Processes like Allocation, Replenishments and Consolidations. 	<ul style="list-style-type: none"> ▪ Full Price and Total Sell Through's achieved in a season.
Customer Relationship	<ul style="list-style-type: none"> ▪ Build up a strong relation with Operations to understand the Customer's preferences. ▪ Interacting with other teams extensively for smooth execution. 	<ul style="list-style-type: none"> ▪ Timely fulfilment, issue escalation, Follow up
Inventory Optimisation	<ul style="list-style-type: none"> ▪ Help stores in maintaining correct inventory. 	<ul style="list-style-type: none"> ▪ Store Covers and Stock at its Capacity.
Cost Management	<ul style="list-style-type: none"> ▪ Ensure tasks and actions being strategize in alignment of Business Profit Goals 	<ul style="list-style-type: none"> ▪ Cost mapping.
Brand Values	<ul style="list-style-type: none"> ▪ Think Customer ▪ Respect for All ▪ Keep it simple ▪ Take Responsibility ▪ Act with pace 	<ul style="list-style-type: none"> ▪ Work behaviour is in line with Forever New Brand Values and act as a brand ambassador
Transformer Values	<ul style="list-style-type: none"> ▪ Focussed – Keep the end in mind and work backwards towards it ▪ Optimistic – Work with a positive mindset ▪ Courageous– Focus on the goal without any inhibitions ▪ Trusting – Always look for strengths in others ▪ Encouraging – Always talk well about the brand & colleagues ▪ Gritty – Go an extra mile to achieve common goals ▪ Ownership – Work with a high sense of ownership 	<ul style="list-style-type: none"> ▪ Work behaviour is in line with Transformer Values
Signature	Employee Name: Manager's name:	Employee Signature: Manager's signature: