

## CONTACTS

+965 69905693

kishan1@outlook.in

<https://www.linkedin.com/in/saikishan>

<https://saikishan.com>

Kuwait

## SKILLS

Merchandise Planning & Strategy ·

Financial & Performance KPI Management ·

Cross-Functional Collaboration ·

Markdown Optimization & Pricing Strategy ·

Buying & Sourcing Strategy ·

Supplier & Vendor Management ·

Data Analysis & Forecasting

## AWARDS

- **H&M Presidents Award**  
For Kidswear pricing project.
- **Employee of the Quarter**  
Multiple awards for sales growth and reporting efficiency.
- **Alshaya Recognition Club Award**  
For exceptional demand planning expertise.

## EDUCATION

### National Institute of Fashion Technology

Bachelor of Fashion Technology (Apparel Production)

2015 - 2019

## TECHNICAL SKILLS

Excel



Powerpoint



PowerBI



Blue Yonder



# SAI KISHAN

## SENIOR MERCHANDISER / PLANNER

## SUMMARY

Strategic Senior Merchandiser / Planner with 5+ years of experience in merchandise planning, pricing, allocation, and product development across Middle East and Indian markets. Proven success in driving sales growth, building in-house tools, and optimizing stock management. Recognized for transforming pricing perception, influencing buying decisions, and mentoring teams. Skilled in Power BI, Excel, forecasting, and cross-functional collaboration with a strong background in fashion and apparel production.

## EXPERIENCE

### H&M - Alshaya Group

Kuwait

#### Senior Merchandiser / Planner

09/2025 - Present

- **Kidswear Pricing Strategy:** Developed and executed a comprehensive short, mid, and long-term pricing roadmap to improve affordability in kidswear, delivering a 120% uplift in units sold and an 87% increase in sales value.
- **Buying & Assortment Strategy:** Liaised directly with the H&M Sweden franchise team to influence assortments, aligning with reference market and bottom-up sales plans. Tracked buying levels against budgets, identified deviations and selling opportunities, and implemented corrective actions to secure balanced intake and achieve sales & stock KPIs.
- **MENA Region Accountability:** Held End-to-End Financial Accountability, leading planning across 9 markets, 90+ retail stores, and 5 e-com sites, ensuring alignment with global strategies and financial KPIs.
- **Markdown & Clearance Management:** Directed ISR, MSS, and ESS sale campaigns, driving double-digit clearance sell-through uplift while protecting margins and reducing ageing stock from 15% to 6%.
- **Commercial Leadership:** Drove weekly commercial focuses, supported the merchandising team by simulating selling scenarios, and initiated stock and sales development actions to strengthen the customer offer.
- **Tool Development & Implementation:** Partnered with the IT department to design and launch an in-house allocation, replenishment, and forecasting tool; defined critical business logic, ensuring accuracy in demand planning and stock flow.
- **Cross-Functional Collaboration & Strategy Execution:** Collaborated with supply chain, VM, operations, and marketing teams to optimize stock movements, store layouts, and promotional campaigns, resulting in a 7% increase in LFL growth.

## TECHNICAL SKILLS

Oracle Merchandising



## EXPERIENCE

### H&M - Alshaya Group

Kuwait

Merchandiser / Planner

10/2022 - 09/2025

- **Stock Availability & Replenishment:** Optimized allocation tools, achieving 90% product availability across all channels. Enhanced demand forecasting tools to improve sales predictions, ensuring optimal stock levels and efficient inventory turnover, reducing stockouts by 30%.
- **Trend Analysis & Assortment Planning:** Analyzed historical data and market trends to refine assortment allocation by regions, improving units sold by 12% and sales value by 5%. Optimized product mix to increase full-price sales in price elastic markets.
- **Advanced Data & Reporting:** Built and maintained advanced Power BI dashboards, reducing reporting time by 90% and providing real-time insights into sales trends, stock levels, and margin performance. This enabled more informed, data-driven decision making across teams.

### Puca Global

Dubai

Product Development Merchandiser

02/2020 - 10/2020

- **Product Development & Assortment Planning:** Led the product assortment planning for activewear and footwear categories, ensuring alignment with market trends, customer preferences, and sales targets.
- **Supplier Negotiations & Supply Chain Management:** Led negotiations with suppliers to secure favorable terms, ensuring product availability, timely delivery, and competitive pricing. This contributed to a 25% reduction in lead times and improved product availability, optimizing supply chain efficiency.
- **Market Expansion & E-Commerce Strategy:** Contributed to ecommerce strategies by enhancing product visibility, which drove a 20% increase in online sales. Leveraged technical expertise to improve customer engagement and product performance across digital channels.
- **Innovation & Market Leadership:** Spearheaded the launch of the first-ever hemp products in the Middle East market, creating a new product category and generating significant market interest, increasing sales in the category by 30%.

### Cocachi

India

Co-Founder

01/2019 - 01/2020

- **Sustainable Brand Development:** Co-founded and managed an eco-friendly kidswear brand, driving product innovation from concept to market. Focused on creating a sustainable product assortment, aligned with emerging market trends and consumer demand, ensuring environmental impact reduction and business growth.
- **Merchandising & Buying Strategy:** Led the end-to-end merchandising process, including developing buying plans and ensuring stock availability, with a strong emphasis on organic and sustainable products.
- **Supplier & Production Optimization:** Negotiated supplier contracts to secure favorable pricing and lead times, optimizing the flow of products and ensuring timely replenishment.
- **Market Research & Growth Strategy:** Leveraged trend analysis and market research to align the product range with consumer preferences, positioning the brand competitively in the growing sustainable fashion market.