

## Contact

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## Top Skills

Product Marketing

Pre-production

Product Quality

# Muhammad Nadeem

Marketing Merchandiser Specializing in Knitwear | Product Development & Sustainable Global Sourcing  
Faisalabad, Punjab, Pakistan

## Summary

A highly motivated and detail-oriented professional with a strong background in Apparel Product Development, Merchandising, and Sourcing. With hands-on experience in managing the entire product lifecycle, from conceptualization to production, I specialize in developing innovative products, sourcing high-quality materials, and ensuring timely delivery. I am skilled in working with global brands, negotiating with suppliers, and aligning product offerings with market trends and customer needs. I am committed to excellence and continuously seek opportunities to learn and grow in every challenge I undertake.

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## Experience

### ARP Group

Product Development/Merchandiser

June 2020 - Present (5 years 3 months)

Pakistan

- Product development requests based on customer needs and hot selling innovations in export and domestic market (lab dips submission, knit down approvals, testing standard agreements).
- Product Testing and Costing (Bulk feasibility and Risk analysis).
- Bulk order execution (PP Meetings, TNA confirmation, Shipment follow-up, MOQ, and MCQ analysis).
- Development of special fabric based on market trends.
- Development of seasonal collections and marketing presentations.

### Shahkam Industries(Pvt) Ltd

Merchandiser

October 2016 - May 2020 (3 years 8 months)

Lahore, Punjab, Pakistan

Brands I am dealing with

Category: Knitwear

Divisions: USA

- AEO MEN's
- Carrefour Kids
- Carrefour Men & Women
- Foot Locker & Champs

Duties I am performing are:

- Product development
  - Receipt of the product packaging, including the spec sheet  
Calculate the cost of fabric, accessories, washing, printing and embroidery  
Produce sample development (Proto / tell / sample attached)
  - Approval of samples
  - Getting Fit sample approval before starting mass production. Then pre-production (PP) extract be made in the production lines where this particular style will produce order.
  - Approval of the standard washing, printing, embroidery, etc.
  - Getting approval from buyer regarding wash, printing, embroidery or any other feature required by buyer
  - Procurement of all approved materials
  - Ordering & follow-up shipment of imported items as per schedule & follow-up for delivery of local items, all must reach in-house before bulk production
  - Monitoring production orders
- Pre-production meeting with the QC of the buyer, In Charge production, production QC, cutting and finishing to ensure quality parameters to produce quality garments for buyer

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## Education

Punjab University

Master of Arts, Urdu Language and Literature · (2015 - 2018)

Punjab University

Bachelor's Degree, Economics · (2012 - 2015)

UET Lahore

D.Com, Economics · (2010 - 2012)

BISE LAHORE

High School Diploma, PHYSICAL SCIENCES · (2010 - 2010)