

JOB DESCRIPTION

Job title	Sales Coordinator cum Merchandiser
Reports to	Director
Company name	Maruti Exim
Location	Surat

ROLES & RESPONSIBILITIES:

- **Establish and maintain strong relationships** with international buyers, fabric suppliers, and manufacturing partners to ensure continuous business growth and market expansion
- **Develop and implement comprehensive sales strategies** and merchandising plans to achieve company revenue targets and expand market presence in Gulf and other international regions
- **Lead, mentor, and coordinate with Gulf-based sales team** including regional sales managers and field representatives to drive performance excellence and ensure seamless order processing
- **Establish monthly, quarterly, and annual sales targets** for different regions (UAE, Saudi Arabia, Kuwait, Qatar) and product categories while monitoring team performance against set KPIs
- **Build and maintain strategic relationships** with key stakeholders including international garment manufacturers, buying houses, textile mills, and industry associations
- **Oversee market research initiatives** to identify emerging trends, competitive landscape, fabric innovations, and new business opportunities in the textile export sector
- **Direct sales forecasting activities, budget planning, and resource allocation** to optimize export operations and maximize profitability across all regional markets
- **Represent the company at major industry events, trade shows, and international conferences** to enhance brand visibility and generate strategic partnerships in global markets
- **Collaborate with merchandising, production, quality, and logistics teams** to align export strategies with overall business objectives and ensure timely order fulfillment
- **Analyze regional sales data and market intelligence** to provide actionable insights and strategic recommendations to senior management for business growth

- **Ensure compliance with international trade regulations, export documentation requirements,** and ethical business practices across all export activities and regional operations
- **Coordinate end-to-end export process** from order acquisition to shipment delivery, including sample development, production planning, quality control, and logistics management
- **Monitor and track regional sales performance** by country, maintaining detailed records of revenue contribution, market share, and customer satisfaction across Gulf markets
- **Manage fabric sourcing and vendor relationships** to ensure competitive pricing, quality standards, and timely delivery of raw materials for export orders
- **Oversee export documentation and compliance** including Letters of Credit, customs clearance, shipping arrangements, and international trade certifications
- **Provide technical support and product expertise** to regional sales teams regarding fabric specifications, manufacturing processes, and quality requirements
- **Establish and maintain comprehensive customer databases** with detailed buyer profiles, purchase history, and market preferences for strategic decision making

Skills:	
<ul style="list-style-type: none"> • Proven leadership abilities with experience in managing and developing sales teams across multiple international territories, particularly Gulf region markets • Deep understanding of the textile and fabric industry with extensive knowledge of fabric types, manufacturing processes, dyeing techniques, and international quality standards • Strategic thinking capabilities with strong analytical skills to assess export market opportunities, competitive positioning, and regional business dynamics • Exceptional communication, presentation, and negotiation skills for engaging with international buyers, senior-level executives, and key stakeholders across different cultures • Strong business acumen with experience in export documentation, budget management, P&L responsibility, and international trade finance including Letters of Credit 	

- **Ability to drive organizational coordination** and implement innovative merchandising strategies in a dynamic international market environment
- **Advanced proficiency in export procedures** including customs regulations, shipping documentation, compliance requirements, and international trade practices
- **Technical expertise in fabric sourcing** with knowledge of yarn structures, textile manufacturing, quality control standards, and vendor management
- **Cross-cultural communication abilities** with fluency in English and understanding of Gulf region business practices and customer preferences
- **Data analysis and reporting skills** with proficiency in CRM systems, ERP software, and Microsoft Office Suite for tracking regional sales performance

Qualification

- **Experience of 3 to 8 years** with proven track record in textile merchandising or export sales roles, preferably in fabric export or international trade management
- **Bachelor's degree**
- **Preferred industry experience** in Textile Export, Fabric Manufacturing, or International Trade sector with demonstrated success in Gulf region markets and revenue growth