

PREJITH VARGHESE PONNACHAN

Muscat, Oman | prejith.ponnachan1@outlook.com | [LinkedIn](#) | [Portfolio](#)
prejith77-spec.github.io/prejith-ponnachan

PROFESSIONAL SUMMARY

Demand planning and procurement professional in the automotive aftermarket, with experience across the GCC and UK. Runs the order cycle end to end for 17 brands and 9,000+ SKUs at Diamond Auto Spare Parts in Muscat, sourced from nine countries: forecasting, enquiries and price negotiation, purchase order processing through to goods receipt, freight and landed cost under EXW, FOB and CIF terms, customs clearance and supplier payment by TT and Letter of Credit. Also owns the range, deciding what to stock, what to discontinue and how it is priced. Builds custom forecasting and reporting tools in Excel, Python and Power BI, and reports weekly and monthly to the General Manager and CEO. MSc International Marketing Management (Coventry University), CMI Level 7, Six Sigma Yellow Belt.

CAREER HIGHLIGHTS

- Caught a USD 13,000 supplier double-payment by keeping a running invoice-to-payment ledger and holding the balance until both sides reconciled.
- Flagged OMR 1.85M of pending orders at 2.7 times stock cover, heading off a working-capital risk before more was committed.
- Built the half-year review that briefed the General Manager and CEO and reframed a sales dip as a margin-mix issue rather than lost demand.
- Built and maintain Diamond's HS-code register, the customs classification every import clears against, 240+ items across 17 brands.

KEY SKILLS

- **Demand Planning:** Demand forecasting (Monthly Average Demand, MAD), S&OP and forecast review cycles, forecast accuracy tracking, safety stock and reorder point setting, stock cover and DOI analysis, ABC analysis, fill rate and stockout tracking, replenishment planning, dead-stock prevention
- **Procurement & Supplier Management:** Enquiry and RFQ handling, quotation review and price negotiation against market rates, purchase order preparation, ERP processing and tracking, goods receipt (GRN), PO to invoice reconciliation, supplier sourcing and onboarding, negotiation of MOQs, lead times and payment terms, supplier KPIs, scorecards and OTIF tracking, contract management, claims, credit notes and warranty recovery
- **Logistics & Trade Compliance:** Incoterms (EXW, FOB, CIF, CFR), freight forwarder selection and booking (LCL/FCL), landed cost control, shipment tracking and expediting, Letters of Credit and TT payments, certificates of origin and GCC documentation, customs and HS-code registration (Oman Bayan)
- **Category & Product Data:** Range selection and rationalisation, pricing and margin setting, product lifecycle and discontinuation, part number creation, OEM and competitor cross-referencing, item master and catalogue management
- **Data, AI & Reporting:** Advanced Excel, ERP data extraction and reporting, Power BI, Python (Pandas, Flask), AI-assisted workflow automation, working-capital and GP analysis, management reporting

EXPERIENCE

Product & Marketing Executive

Apr 2024 – Present

Diamond Auto Spare Parts, Muscat, Oman

- Plan procurement across 17 international brands and 9,000+ SKUs sourced from nine countries (China, Korea, Japan, Taiwan, Thailand, Vietnam, Singapore, Germany and the USA), running weekly, monthly and quarterly ordering cycles by brand and lead time, and raising 10 to 25 purchase orders a month.
- Run the enquiry to purchase order cycle: raise enquiries to suppliers, review incoming quotations and negotiate price against prevailing market rates, then prepare the PO for GM sign-off, upload and amend it in the ERP, move it into transit and raise the GRN on arrival.

- Track every PO from supplier confirmation to warehouse receipt, expediting delays and escalating non-performance, then reconcile against invoices and packing lists line by line, recently across 31,000+ pieces over eight orders, inspecting damaged goods and recovering value through claims, credit notes and free-of-charge replacements.
- Run the forecast review cycle using Monthly Average Demand with lead-time thresholds and brand-specific rules, setting safety stock and reorder points per part, and protect availability between shipments by substituting across the brands carrying the same part or sourcing urgently from UAE stockists.
- Source and onboard new suppliers, negotiate price, MOQs, lead times and payment terms, manage supplier agreements and escalations, and handle payment by TT and Letter of Credit under EXW, FOB and CIF terms.
- Book and compare freight forwarders for LCL and FCL shipments against a 30% gross-profit benchmark, consolidating multiple brands into single shipments to cut cost, re-sourcing to alternative origins to avoid duty exposure or delay, and issuing clearance documentation to agents at Oman port, stepping in when a consignment is held.
- Built and maintain Diamond's HS-code register on Oman's Bayan customs system, covering 240+ items across 17 brands, and wrote the classification rulebook the checks run on, including a price-floor check that flags under-declared freezone values before customs does.
- Own the range for my brands: evaluate new brands and products to take on, decide what to stock and what to discontinue, set pricing and margin, and maintain the catalogue including part number creation, OEM and competitor cross-referencing and item master corrections.
- Track and report forecast accuracy, supplier on-time delivery, stock turn and DOI, and fill rate against stockouts, alongside ABC analysis by value and movement, brand-level margin reporting and competitor price benchmarking.
- Report weekly and monthly to management on stock cover, gross margin and supplier performance, and present analysis directly to the General Manager and CEO.
- Built a half-year operations review from ERP sales data that diagnosed a sales dip as a margin-mix issue rather than lost demand, and identified 2,177 dead SKUs for clearance alongside the small group of items generating 80% of gross profit.
- Built AI-assisted automation across the planning and reporting workflow, including an automated monthly inventory close that validates three source reports before writing results, cutting a multi-day manual process to a same-day one.
- Work with brand principals against annual targets, consistently met, run their campaigns locally and recover supplier marketing funds through co-op claims including a USD 17,790 reimbursement, and mentor colleagues on the order planning and customs classification methods.

Head of Marketing and Strategy (Freelance, Remote)

Dec 2023 – Jan 2025

Puma Performance Pathway (sports performance company)

- Built the brand architecture, go-to-market plan and visual identity, and built Power BI dashboards that fed into leadership decisions.

Marketing Officer, promoted to Systems Support Officer

Sep 2022 – Sep 2023

Netcom Training, Birmingham, UK

- Promoted within three months after taking ownership of the FLG CRM, then led a CRM optimisation and brand refresh that improved customer loyalty scores and lifted lead conversion.

SELECTED PROJECTS

- **Tools Built:** An MAD-based order planning engine across 17 brands with lead-time thresholds and overstock prevention, cutting manual ordering time by over 70%; a Python and Flask operations dashboard; an HTML pricing and stock app used by the sales team in the field; and a five-year sales intelligence workbook covering GP trends, account health and product-group performance.

EDUCATION & CERTIFICATIONS

- **Education:** MSc International Marketing Management, Coventry University, UK (2021 to 2022). B.Com (Professional), Manipal University, India (2016 to 2020), with ACCA Diploma, 9 papers exempt. CMI Level 7 in Strategic Management and Leadership Practice. Six Sigma Yellow Belt. Languages: English, Malayalam and Hindi