

**Job Title: Sourcing Executive – Market & Trend Research**

**Location: Noida**

**Department: Sourcing / Product Development**

**Reporting To: Sourcing Head / Management**

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### **Role Overview**

We are looking for an energetic and trend-driven Sourcing Executive who is passionate about discovering what's new, viral, and commercially viable in the market. The ideal candidate should actively explore physical markets, trade fairs, exhibitions, and social media platforms to identify trending products and innovative gifting ideas.

This role requires a mix of on-ground market intelligence, digital trend tracking, sustainable product research, and strong fabric knowledge.

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### **Key Responsibilities**

#### **1. New Product Addition & Innovation**

- Continuously identify and introduce new, innovative, and commercially viable products.
  - Work closely with the teams to ensure products are pitch ready.
  - Maintain a structured new product tracker with costing, MOQ, margin, and feasibility.
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#### **2. Market Trend Research**

- Visit local markets, wholesale hubs, exhibitions, and trade fairs to identify trending and innovative products.
  - Stay updated with upcoming product trends in corporate gifting, lifestyle, tech, apparel, handicrafts, and promotional categories.
  - Conduct dedicated research on handicraft products, including regional artisan-based items, traditional crafts, and modern handcrafted innovations.
  - Identify scalable handicraft vendors who can handle bulk corporate requirements while maintaining quality standards.
  - Explore state-wise craft clusters and artisan networks for unique sourcing opportunities.
  - Maintain regular vendor scouting and build a strong supplier network.
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#### **3. Eco-Friendly & Sustainable Product Research**

- Actively research and identify eco-friendly, recyclable, reusable, biodegradable, and sustainable product options.

- Source products aligned with global sustainability trends.
  - Track eco-conscious product innovations on platforms like Instagram, Pinterest and LinkedIn.
  - Evaluate certifications, materials, and supplier credibility related to sustainable sourcing.
  - Propose green alternatives for existing high-volume products.
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#### **4. Social Media & Digital Trend Tracking**

- Track trending products on all digital platforms.
  - Identify viral, innovative, and high-demand products from social media and marketplace ads.
  - Analyse trending campaigns online.
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#### **5. Trade Fair & Event Visits**

- Attend trade fairs, exhibitions, and industry events to discover new product categories.
  - Represent the company professionally while interacting with vendors and exhibitors.
  - Share detailed reports post-visit with photos, pricing insights, MOQ, and feasibility.
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#### **6. Fabric & Material Knowledge**

- Possess strong knowledge of different types of fabrics such as cotton, polyester, blends, canvas, jute, linen, recycled fabrics, and technical textiles.
  - Understand GSM, texture, durability, printing suitability, and finishing techniques.
  - Evaluate fabric quality, shrinkage, color fastness, and suitability for bulk production.
  - Suggest appropriate fabric options based on client requirements and costing targets.
  - Explore sustainable fabric alternatives (organic cotton, recycled polyester, bamboo fabric, etc.).
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#### **7. Vendor Development**

- Identify and onboard new vendors aligned with company standards.
  - Negotiate pricing, MOQs, and sampling timelines.
  - Coordinate with internal teams for product sampling and approvals.
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## **Required Skills & Competencies**

- Strong knowledge of fabrics and materials.
  - Highly active and hands-on with social media.
  - Strong understanding of market trends and sustainable product awareness.
  - Energetic personality with willingness to travel frequently.
  - Good negotiation and communication skills.
  - Sharp observation skills and commercial mindset.
  - Basic knowledge of costing and margin calculation.
  - Comfortable using Excel and preparing structured reports.
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## **Preferred Qualifications**

- Graduate in any discipline (Textiles / Fashion / Marketing / Business preferred).
- 1–4 years of experience in sourcing, merchandising, buying, or product research.
- Experience in corporate gifting, promotional merchandise, or textile sourcing will be an advantage.
- Exposure to eco-friendly or sustainable product categories will be a plus.