

# Nguyen Thi

## Ngoc Thao



### About me

With over 17 years of experience in the retail industry, I have held various management positions at leading corporations such as Viễn Thông A, Vingroup, Aeon Vietnam, Mega Market, and Hung Thuy, overseeing a nationwide network of more than 200 supermarkets.

I possess a strong background in category management, supply planning, and product strategy development, with a proven ability to optimize revenue, profitability, and operational efficiency across retail chains.

My career goal is to contribute to a professional, dynamic, and technology-driven retail environment, where I can leverage my leadership skills, strategic thinking, and cross-functional collaboration to drive the company's sustainable growth and long-term success.



### Education

**2005 – 2007**

**HCMC Vocational Secondary School of Public Transport**

Intermediate diploma in Business Accounting

**2006 – 2013**

**HCMC Law University**

Bachelor of Laws

**2017**

**HCMC University of Economics**

Institute of Economic Development

Certificate in Business Administration



### SKILLS

- Win-Win Negotiation
- Category & Supply Planning
- Market & Consumer Analysis
- Team Leadership
- Cross-Functional Collaboration
- Innovation & Continuous Improvement



ngocthaotva@gmail.com



0932 068 688



Ho Chi Minh city



31/12/1984

# Work Experience



07/2025 – 12/2025: HUNG THUY CO., LTD

## MT Sale Manager

### Key Achievements:

- Achieved an average sales growth of +18% YoY versus target, expanding product distribution across X major retail chains nationwide.
- Maintained near-expiry stock ratio below 3%, ensuring optimal inventory turnover and capital efficiency.
- Increased visibility compliance from 75% to 95% within six months, boosting in-store sell-out performance by +20%.
- Successfully launched 10+ new SKUs, driving an additional 12% revenue growth in the small home appliance category.
- Built and led a high-performing PG/PB team, enhancing brand presence and sales performance across *CoopMart, MM Mega, BigC, VinMart, Aeon, Kohnan, Điện máy Chợ Lớn, Emart...* systems.

### Key Responsibilities:

- Develop and execute monthly, quarterly, and annual business plans, including sales, purchase, and inventory forecasts for each product and supermarket chain (MM, Aeon, Big C, WinMart, etc.).
- Work directly with Buyers, Category Managers, and Store Managers to negotiate orders, adjust sales plans, and achieve revenue and distribution KPIs.
- Introduce and promote new products, design trade marketing and in-store promotion strategies to strengthen brand visibility and differentiation.
- Monitor inventory and sell-out performance by product and by store; identify slow-moving items and propose effective sell-through solutions to minimize near-expiry stock.
- Manage and train PG/PB teams at key accounts; ensure product display compliance and brand image consistency across all stores.
- Analyze sales data and market information, provide periodic business performance reports and competitor insights, and recommend actionable plans.

05/2022 – 11/2024: MM Mega Market Vietnam - TCC Group Thailand

## Home Appliances Manager

### Key Achievements:

- Accountable for sales, profit, and inventory turnover targets across the Home Appliances category.
- 2022: Achieved 107% of sales and 126% of profit versus target.
- 2023: Achieved 95% of sales and 98% of profit versus target.
- Maintained optimal inventory turnover and an average assortment fulfillment rate of 85%, ensuring product availability aligned with customer demand and market trends.
- Increased average trade discount by 1.5% per year through effective Win-Win negotiation strategies with suppliers.
- Restructured product assortment, efficiently managed slow-moving, discontinued, and clearance items, resulting in improved overall profit margins.
- Enhanced category display standards, strengthening brand visibility and increasing customer traffic within the Home Appliances area.



# Work Experience

05/2022 – 11/2024: MM Mega Market Vietnam - TCC Group Thailand

## Home Appliances Manager

### 1. Operational Management:

- Planned sales capacity, created purchase orders, ensured inventory met the required capital levels.
- Managed inventory and distributed goods to different centers.
- Analyzed and evaluated each business phase, established and implemented contingency plans to meet set goals.
- Managed product displays at centers, ensuring adherence to company standards.
- Managed household goods personnel at centers.

### •Achievements:

- Met market and customer demand, generating optimal revenue and profit.
- Ensured inventory turnover and stock levels within the allowed capital limit.
- Brought freshness to display styles, attracting customers to visit and shop.
- A united team that effectively implemented the outlined strategy and plans.

### 2. Product Portfolio Management:

- Searched for sources, expanded and developed the product portfolio.
- Researched, analyzed, and evaluated the market to identify customer needs and sales opportunities.
- Effectively managed the product category in terms of product range, pricing, promotions, product quality, after-sales service, and warranty.

### •Achievements:

- Identified products to sell based on market demand, ensuring high revenue and profit for the company.
- Proposed strategies and solutions for each product type: new products, existing products, discontinued products, slow-moving products, discontinued products, defective products, clearance products, display products, etc.

### 3. Supplier Management:

- Searched for, evaluated the capacity, and managed suppliers, negotiated contracts, and commercial terms.
- Negotiated and discussed based on the win-win principle regarding sales support, import, delivery, warranty policies, bringing benefits to customers and the company within the permitted framework.
- Monitored and urged suppliers regarding delivery progress to ensure goods were delivered on time and in full as agreed upon by both parties.
- Collected and recovered support amounts (sales, price protection, import, events, etc.).

### •Achievements:

- Signed cooperation agreements with large domestic and international corporations and distributors.
- Coordinated with suppliers and relevant departments to ensure sufficient and correct goods for the entire system.
- Goods meet market demand and supply capacity over time.
- Maximized profits for product categories.

### 4. Interaction and Coordination with Related Departments and Divisions:

- Sales and Modern Sales Channels: Implemented sales plans, displays, and promotions.
- Marketing: Established product information and promotional programs on brochures, websites as company and government regulations.



# Work Experience

## 05/2022 – 11/2024: MM Mega Market Vietnam - TCC Group Thailand

### Home Appliances Manager

#### 4. Interaction and Coordination with Related Departments and Divisions (cont)

- **Legal:** Establish and oversee principal contracts, commercial terms. Adhere to government regulations during the sales process.
- **Finance and Accounting:** Handle tasks related to purchase and sales invoices, accounts receivable, payment terms in contracts.
- **Warehouse:** Manage the import process and related documents.
- **Information Technology:** Develop applications for inventory management, sales management, and program setup.
- **Other product groups:** Electronics, home appliances, household equipment, fashion, jewelry, etc., in developing promotional programs.

### Achievements

- Ensure the smooth operation of the product group, bringing the best benefits to the company.
- Ensure compliance with government regulations during the sales of goods in Vietnam.

## 03/2020 – 04/2022 : AEON Vietnam - AEON Group Japan

### Multimedia Product Management (Mobile Phones / Laptops / Tablets / Accessories)

Responsible for revenue, profit, and inventory turnover targets.

- 2020: Achieved 110% of revenue target and 130% of profit target.
- 2021: Achieved 99% of revenue target and 80% of profit target.
- Average fulfillment rate of 90% compared to the product portfolio, meeting customer demand and market trends.

## 11/2018 – 01/2020 : VINPRO – VINGROUP

Mobile Phone Category Executive

## 05/2018 – 11/2018 : Gia Hòa Advertising

Hitachi Merchandising Project Manager

## 02/2008 – 04/2018 : Viễn Thông A

05/2016 - 04/2018 : NewMobile Category Executive

05/2015 - 04/2016 : Business Operations Office Specialist

10/2014 - 04/2015 : Sales Director Assistant, Shop-in-Shop Channel

10/2013 - 09/2014 : NewMobile Sales Assistant

02/2008 - 09/2013 : Regional Accountant