

# NGUYỄN NGỌC THU HẰNG

FOOD SERVICE CATEGORY MANAGER



## CONTACT

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📍 Ho Chi Minh City

## EDUCATION

**2007 – 2012**

**HUTECH UNIVERSITY**

- Food Technology

## SKILL SET

### Hard skill

- Project Management
- Strategic Planning
- Pricing Strategy
- Portfolio Optimization
- New Product Development
- Market Analysis
- Supply Chain Management
- Contract Negotiation
- Relationship Building
- Data Interpretation
- Sales Strategy
- Cross-functional Collaboration

### Soft skill

- Leadership & Team Development
- Problem Solving
- Time Management
- Presentation Skill
- Networking

## LANGUAGES

- English

## PROFILE

Highly accomplished and results-driven Category Manager with 5 years of progressive experience in the retail. Proven expertise in developing and executing strategic category plans, optimizing product assortments, driving significant sales growth, and fostering strong supplier relationships across a large retail footprint. Adept at market analysis, financial planning, and leading cross-functional teams to achieve ambitious business objectives. Seeking to leverage analytical prowess and commercial acumen to contribute to the company's continued success

## WORK EXPERIENCE

### Circle K Vietnam

#### ***Food Service Ass. Category Manager***

**2019 – MARCH 2025**

- Managed and oversaw the strategic development and performance of the Beverages, Coffee, Bakery, Fruit, Dessert Deli categories across over 400 retail stores nationwide.
- Drove category sales growth through effective inventory management, promotional planning, and strategic pricing initiatives.
- Expanded the product portfolio by successfully onboarding new suppliers, increasing the category's SKU count and enhancing market competitiveness.
- Negotiated favorable terms, pricing, and promotional programs with suppliers, resulting in average cost reductions.
- Conducted in-depth market research and competitor analysis to identify emerging trends, consumer demands, and competitive threats, informing product development and marketing strategies.
- Collaborated cross-functionally with Sales, Marketing, Operations, and Supply Chain teams to ensure seamless product launches and promotional execution.
- Developed and implemented Standard Operating Procedures (SOPs) for product management.
- Analyzed sales data, P&L statements, and budget variances to provide actionable insights and implement corrective measures to optimize category profitability.

### ***Area Manager***

**2017 – 2019**

- Oversaw 8+ retail stores in HCMC/VT/HN, achieving 100% average annual revenue growth.
- Managed a regional P&L budget, implementing cost controls that improved regional profitability.
- Implemented sales strategies, increasing customer traffic and average transaction value.
- Ensured consistent operational standards, visual merchandising, and compliance across all regional locations.
- Conducted regular store audits and performance reviews, providing actionable feedback to improve store results.
- Analyzed regional sales data, market trends, and competitor activities to identify growth opportunities.

### ***Store Manager***

**2013 – 2017**

- Managed the operations of a convenience store.
- Controlled store costs.
- Ensured customer service standards were met, resolving customer inquiries and complaints quickly and professionally.
- Oversaw inventory management, including ordering, receiving, stocking, and loss prevention.

## REFERENCE

### **Nguyễn Thái An (Mr)**

Senior Food Service Manager

Phone: 0399 357 725

### **Nguyễn Thị My (Ms)**

Controller Sales & Operation

Phone: 00938 995 938