

## PERSONAL INFORMATION:

Full Name: **NGUYEN TAN TRONG (MR.)**  
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## EDUCATION:

**2006 – 2010: HUTECH UNIVERSITY**  
Bachelor of Business Management  
**2011 - 2013: KENT INTERNATIONAL COLLEGE**  
International Business Management

## CERTIFICATIONS:

**2014: PACE INSTITUTE MANAGEMENT**  
Marketing for Leader  
Governance Capacity for Middle Managers  
Negotiation Skills  
**2018: VINGROUP**  
Marketing for Leader  
Governance Capacity for Middle Managers  
Negotiation Skills.

## OVERVIEW/SKILL:

With over 12 years of experience in purchasing and supply chain, I am able to build and implement effective purchasing strategies, optimize costs while still ensuring product/service quality. I have successfully led the purchasing team in finding and negotiating with reputable suppliers. Models I have experienced include: chain of 250 stores nationwide, start-up FMCG chain.

## EXPERTISE:

- Building and planning business: multi-channel retail store system (start-up) and distribution channels (MT & GT). Prepare reports and analyze operational and inventory indicators.
- Develop and standardize processes and regulations.
- Recruit, lead, train personnel, develop successor team.
- Information technology: Word/Excel/Power Point, Power BI (Dashboard).
- Experience with systems: SAP, MISA, ERP.

## PROJECTS:

- 1. Operation control:** (6 months)
  - Goals and actions: Develop processes, inspect and control service standards for employees at the point of sale. Develop display manuals for all industries in the electronics center with an area of 500m2 - 5000m2.
  - Target audience: employees at 250 VinPro stores/supermarkets nationwide.
- 2. Building a list of goods:** (3 months)
  - Goals and actions: Develop a separate list for the currently managed category so that the operating block has a basis for proposing addition, change and elimination by each SKU for each supermarket, region and region. Ensure optimal inventory according to selling power.
- 3. Start Up retail system:** (2 months - Building and developing multichannel retail system, electronics and FMCG.)
  - Goals and actions: Plan: develop a sales channel strategy, make a budget, rent space, invite bids, build a process. Personnel: recruit and train staff to operate channels and purchasing departments. Goods: actively select suitable goods and find suppliers (main and tested).

## SUMMARY OF EXPERIENCE:

**11/2023 – 08/2025: PHU NHUAN JEWELRY JOINT STOCK COMPANY (PNJ)**  
**Merchandising Manager**  
**06/2020 – 10/2023: S52 VIETNAM JOINT STOCK COMPANY**  
**Purchasing Manager**  
**04/2017 - 05/2020: VINPRO COMPANY LIMITED ELECTRONICS RETAIL - VINGROUP**  
**Purchasing Manager**  
**04/2013 - 04/2017: DIGIWORLD JOINT STOCK COMPANY (TOP 3 NATIONAL IT EQUIPMENT DISTRIBUTORS)**  
**Southern Business Management**

## PROFESSIONAL EXPERIENCE:

11/2023 - 08/2025: PHU NHUAN JEWELRY JOINT STOCK COMPANY (PNJ)



### Merchandising Manager

#### Duties:

- Responsible for supplying goods to a chain of 60 jewelry stores in the Southeast region, with a target revenue of over 3,000 billion
- Ensure the system meets the demand for goods by over 95%.
- Work with regional business managers to develop a separate product catalog for each cluster, ensuring that the selected category accounts for 90% of revenue.
- Optimize the capital turnover provided by the supply department, ensure the capital turnover KPI is at least 3 - 4 times/month.
- Regularly meet with store managers to evaluate models, designs, prices and share product plans and trends for the next quarter.
- Assign staff to be on duty during store opening hours to handle work related to goods: pricing, evaluating returned products, custom-made goods (large-sized diamonds),...
- Transfer goods, propose programs to handle slow-moving goods, goods in stock over the prescribed time. Ensure the proportion of slow-moving goods accounts for only 10% of the total inventory value at the branch.

06/2020 - 01/2025: S52 VIETNAM JOINT STOCK COMPANY



*Retail system FMCG and Homeware*

### Purchasing Manager

#### Duties

##### Main responsibilities:

- Budgeting and business goals: Planned revenue of 400 billion/year,
- Build a retail store with a scale of 300m2 - 500m2 according to an integrated model display and experience.
- Building and standardizing: systems and processes: Master product list Data, sales process, delivery, installation, purchasing, display, inventory periodically.

##### In charge of business segments:

1. Offline: 6 stores in Binh Tan District: 30% of revenue.
2. Online: 60% of revenue
  - E-commerce platform (4 Shopee stores, 2 Lazada stores, 1 Tiki store, 1 Sendo store, 1 Tiktok Shop store)
  - Website S52.vn • E-wallets and installment services (Momo, Vnshop, Kredivo, Mudée, ...)
  - Build a livestream team on all social networking platforms and platforms.
3. B2B (Business customers): 10% of revenue
  - Corporate customers: Con Cung, Kinh Do, VUS
  - Furniture company
  - Wholesale and distribution

##### Merchandise management and purchasing department:

- Competitive pricing policy (including new goods and inventory)
- Promotion program: clear, focused and attractive to customers
- Discount policy: consistent with the Company's KPI
- Marketing policy: Co-op has fair costs for both parties, fully equipped with POSM, advertisements on online platforms
- Pre-order programs for new products: ensure enough goods according to demand and the company always has backup goods in case of sudden increase in purchasing power.

04/2017 - 05/2020: VINPRO COMPANY LIMITED ELECTRONICS RETAIL – VINGROUP



*VinPro is The Group's retail chain for electronics, smartphones, tablets, laptops and home appliances.*

### Purchasing Manager

#### Duties

- In charge of accessories including phone/laptop/watch accessories and mobile phones such as Apple, Xiaomi, Oppo, Vivo, ...

- Responsible for 3 targets: revenue (accessories: VND 20 billion, phones VND 80 billion), gross profit (accessories: 15% 20%, phones: 10%) and inventory (ensure efficient use of capital and shortest rotation).
- Programs and plans that have been negotiated and succeeded:  
Phone: Achieve 100 billion in revenue for each New Preorder iPhone in 2018 - 2019.
- Industry revenue reaches 80 - 100 billion/month.  
Accessories: Manage more than 5000 skus and 30 brand suppliers Brands Apple, Xiaomi, Sony, Bose, Aukey, Anker,...
- Built key industry: profits, increasing the number of visitors and are crosssell products to average single value of 10%.
- Build a list of online goods according to the campaign of the ecommerce platform and 020 campaigns on VinPro website.
- Continuous expansion of Suppliers and product categories in accordance with the customer file and by time. Typically, the watch industry fashion eyewear.

04/2013 - 04/2017:

#### **DIGIWORLD JOINT STOCK COMPANY (TOP 3 NATIONAL IT EQUIPMENT DISTRIBUTORS)**



*Digiworld has been the Market Expansion Services provider and authorized distributor for more than 30 world-renowned technology brands: Acer, Toshiba, Dell...*

#### **Southern Business Management**

##### **Duties**

In charge of customers and revenue as follows:

- 10 wholesale distributors in 13 Western and Eastern provinces: VND 20 billion/month (revenue can increase 2 times if there is a program to sell lots under economic contracts or discharge warehouses).
- More than 30 retail stores (beautiful location and good revenue): 5 billion/month
- Local retail chain: VND 5 billion/month
- Sales support programs that have been implemented and achieved high achievements:
- Annual tour package program: more than 1000 agents of provincial/district/commune routes, equivalent to nearly 100% planned revenue.
- Experience cabinet/table grant program: 100% of customers reach the equivalent of 2000 table cabinets have been issued.
- Organize cheerleading, sales events with attractive promotions at the point of sale. On average, 5 points/province has the number of machines sold about 30 units/day.

##### **Recommendations for handling inventory the distributor has made:**

- Control the inventory of each distributor weekly, sell the market directly tally or view data on the customer's sales management system.
- Include additional gifts.
- Offer to import additional new lots with good discounts to ensure profit when discounting old lot inventory disposal.
- Sale with distributors to increase trust and ensure promotions are fully implemented.