



# NGUYỄN KIM THỰC

## CATEGORY MANAGER - 6 YEARS EXPERIENCE

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### SUMMARY

Category management with 6 years managing end-to-end category operations (pricing, assortment, supplier, promotion) for Retail industry. Proven track record of driving +20% growth, improving margin, and enhancing supplier terms across 80+ partners. Strong leadership experience in team mentoring, KPI execution, and cross-functional coordination. Seeking to accelerate category performance and develop into a leadership role.

### KEY COMPETENCIES

- Category Management
- Pricing & Promotion
- Supplier Management
- Data Driven Decision-Making
- Negotiation
- Multitasking

### WORK EXPERIENCE

#### Senior Merchandiser - Food Category | Con Cung Joint Stock Company Feb 2023 - Present

I handled key Team Leader responsibilities and overseeing key parts of the merchandise lifecycle.

- **Performance Monitoring:** Developed and executed performance plans to drive sales and margin growth. Achieved **20% sales revenue growth** and **+1.8% GM**.
- **Pricing & Campaigns:** Developed and implemented pricing strategies, promotional campaigns, and marketing programs to boost category performance. Achieved **98.5% of sales target in 2025** and generated an additional **150 billion VND in sales value**.
- **Assortment, Planogram & Visibility Management:** Optimized category assortment and enhanced planogram effectiveness through performance evaluation and in-store visibility improvement. Despite reducing display in **1 main shelf and ½ cashier shelf**, achieved **7% sales growth**. Implemented corner decal POSM for chill cabinet, driving **+30% sales revenue**.
- **Customer Insights:** Analyzed customer behaviors and purchasing patterns to elevate the shopping experience and uncover growth opportunities. Increased **average revenue per bill by 7%** by raising the proportion of customers purchasing a second unit.
- **Supplier Relations & Sourcing:** Built strong supplier partnerships and negotiated optimal trading terms (pricing, marketing investments, payment terms) to maximize category profitability. Managed **80 suppliers** across the Food Category (Dry Food, Chilled, Beverage, Seasoning, etc.).
- **New Product Sourcing:** Sourced and evaluated new products, ensuring quality, competitiveness, and market fit. **Increased listing fee by 14%**; new SKUs contributed **20% of revenue in key brands and subcategories**.

#### Channel Category Management | Samsung Vina Electronics (savina-s) Feb 2022 - Feb 2023

- Planned, executed, and monitored category promotions (display, package deals, special offers). **Achieved an average of 87% sales-out target across key accounts**.
- Defined retail KPIs (distribution, sales ambition, market share, visibility) and implemented aligned action plans. **Improved KPI tracking and execution efficiency**.
- Monitored Sales Force performance and developed KPI structures and incentive schemes. **Reduced bad inventory by 30%** through channel incentive programs.
- Analyzed revenue fluctuations and proposed actions to sustain or improve performance. **Enhanced decision-making with timely insights**.
- Collected and analyzed weekly/monthly performance data (sales, visibility, distribution, market share). **Developed a performance-tracking tool** for the Small Home Appliances category.

**Received Year-End Performance Rating of 4/5 for two consecutive years:**

- Managed distribution across Saigon Co.op, Mega Market, and Lotte for seven categories, ensuring contract execution on inventory, debts, POs, and promotions. **Achieved >100% sales targets** across all categories at Mega Market.
- Planned and monitored promotions and in-store activities (PG, sampling) to drive sales and visibility. **Delivered 109% trading term performance** at Mega Market and secured listings for Meadow Fresh Milk at Mega Market and Lotte.
- Collected and analyzed market data (pricing, promotions, market share, visibility) to support category decisions. Identified insights contributing to successful promotion planning and category performance

**EDUCATION**

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Mini Master of Business Administration (mMBA)	Oct 2025 - Present
Foreign Trade University	
Project Management Skills	2021
A&P Vietnam	
Bachelors in International Finance	Sep 2016 - Sep 2019
Foreign Trade University   Degree classification: Very Good	

**ADDITIONAL INFORMATION**

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**Activities:**

Mentor/Judge | X-Leader (2021-2024)  
President | Business Administration Club (2018-2019)

**Awards:** 2nd Runner Up | Mystery of Word (2018)