



# NGUYỄN THỊ PHƯƠNG

## Category Executive

### HIGHLIGHT

- Experienced in managing suppliers across Personal care, Skincare, Makeup, and Health Care categories.
- Skilled in sourcing products, negotiating terms, and driving sales through strategic promotions and in-store displays.
- Strong in analyzing performance, optimizing stock levels, and collaborating with cross-functional teams to support business growth.

### SKILLS

- Negotiation
- Supplier & Brand Management
- Product Sourcing
- Sales Strategy & Promotions
- Performance Analysis
- Inventory & Stock Optimization
- Cross-functional Collaboration
- In-store Merchandising

### EDUCATION

#### Bachelor of International Business

INDUSTRIAL UNIVERSITY OF HCM CITY

2019 - 2023

### AWARDS

TOP 100 LOGISTICS ARENA COMPETITION  
2021

GOOD YEAR STUDENT TITLE 2021-2022

### ACTIVITIES

#### FCT ENGLISH CLUB

##### Vice President of FCTEC-IUH Club

- Idea and development direction for communication, internal and events
- Search and negotiate sponsors, and speakers inside and outside IUH
- Evaluate the performance of the department and club members

### WORK EXPERIENCE

#### 07/2024- Current

#### Universe Trading Service Company (Beauty Box)

##### Buyer

- Manage 20 suppliers (both local and international) across categories including Skincare, Makeup, and Health Care.
- Source new brands and products (locally and overseas), ensuring alignment with company policies and category development strategies.
- Negotiate trading terms, promotional activities, and marketing campaigns to boost sales and enhance customer engagement in-store.
- Monitor and analyze category performance, including product assortments, new product launches, sales, and profit, and develop action plans to support category growth in line with company strategy.
- Ensure consistent stock availability by setting minimum and maximum stock levels and coordinating distribution for all listed products.
- Control price fluctuations and maintain timely updates to the pricing system.
- Design in-store planograms and promotional displays to maximize sales performance and improve brand visibility.
- Work with the Supply Chain team to forecast demand and ensure timely stock replenishment.
- Collaborate closely with cross-functional teams and suppliers to ensure seamless execution of processes and initiatives.
- Prepare and present comprehensive weekly, monthly, quarterly, and annual performance reports.

● **06/2023 - 06/2024** (1 year 1 month)

## **WK International**

### **Merchandiser**

- Collaborate with suppliers to obtain pricing, materials for sample production, and select fabrics and trims for samples.
- Work closely with factories to gather consumption data and determine FOB or CM/CMPT costing.
- Plan and organize meetings with suppliers to confirm pricing and set quantity targets.
- Coordinate with the manager to review supplier feedback, ensuring samples align with the desired design.
- Monitor and follow up on the order and payment processes to ensure smooth and efficient operations.
- Oversee the handling and replenishment of materials during bulk production.
- Create detailed worksheets for factories, including size breakdowns, fabric, and material specifications.
- Coordinate with factories to address and resolve quality issues during production.
- Manage delivery timelines between manufacturers, printers, and embroiderers to ensure timely completion.
- Source new manufacturers to provide a variety of supply options.
- Manage inventory in the Sapo system to plan and track production for the factory.

● **04/2022 - 05/2023** (1 year 2 month)

## **MM MEGA MARKET**

### **Merchandise Executive | Health & Beauty**

- Take in charge the Health & Beauty categories, collaborating with more than 50 suppliers and brands.
- Lead contract negotiations, sales reporting, and assortment planning to optimize product offerings.
- Negotiate promotional activities with suppliers based on the promotion schedule and strategic initiatives, ensuring attractive deals are secured.
- Manage price fluctuations to maintain the best pricing for the company.
- Generate monthly purchase orders and work closely with the operations team to ensure timely and efficient order fulfillment.
- Maintain ongoing communication with existing tenants, promptly addressing and resolving any issues or concerns.
- Coordinate order placement and forecast quantities to guarantee consistent stock levels at stores.
- Conduct weekly store visits to identify potential issues at counters and provide constructive feedback to brands for resolution.
- Collaborate with cross-functional teams and suppliers to ensure seamless execution of all processes.