



# NGUYỄN KIM THỤC

## 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
- Supplier Management
- Negotiation
- Pricing & Promotion
- Data Driven Decision-Making
- 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

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 classisfication: Very Good	

ADDITIONAL INFORMATION

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

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