



TRẦN TRƯỜNG PHÁT



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11/08/2000



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Nguyen Thi Dinh, Thanh My Loi, Thu Duc City

EDUCATION

**Bachelor of Logistics and
Supply chain management**
International Univeristy -
VNU HCMC

2018 - 2022

HARD SKILL

- Trade development
- Strategic planning
- Planning and forecast
- Market Research
- Promotion Program
- Category & Assortment Management
- Data Analysis
- Advanced Excel, PowerBI.
- Microsoft Office & Google Suites

SOFT SKILL

- Interpersonal skill
- Quick-decision making
- Analytical skill and logical thinking
- Leadership
- Communication
- Multi-tasking
- English working skill
- Adapt to change

CAREER OVERVIEW

Trade marketing and sales planning professional with a strong track record in building and executing strategic trade plans. Skilled in developing data-driven promotions, optimizing assortment, and driving category growth. Adept at cross-functional collaboration to ensure seamless execution and maximize ROI. Seeking to apply my expertise in trade strategy and planning to deliver business growth.

WORK EXPERIENCE

Commercial Strategy & Promotion Assistant Manager

Wincommerce - Masan Group

Oct 2023 - Now

Assisted Commercial Director to lead and develop trade plan & promotion program and review assortment for FMCG Dept. (promotion share 2024 increases 5.4% vs LY).

Trade plan & Promotion:

- Develop and execute Joint Business Plans with top suppliers to drive long term strategic growth and optimize trade marketing initiatives.
- Designed and led high-impact trade campaigns for special events (2/9, Birthday, 30/4, Tết, etc.), setting ambitious KPIs per category/model, attractive promotional schemes and selecting top-performing SKUs to maximize sales uplift.
- Built and executed strategic projects as Win the South, Rural Hero, Hello Vietnam,... tracking of key metrics and implementing quick backup plans when needed.
- Developed and optimized trade programs to boost volume across multiple channels (End of Month Push, Clearance Sales, Weekend Deals, One-Shot Deal).
- Defined SKU allocation, layout, POSM and sales target planning for trade marketing initiatives (Superstar, Post, and Brandweek), ensuring strong alignment with marketing themes and consumer demand.
- Reviewed Superstar SKU selections through data-driven analysis, achieving maximum market impact (+75% vs. normal sales).
- Tracked and evaluated the success of NSO and Reopening promotions, fine-tuning activation strategies for better performance.

Assortment Planning & Category Optimization:

- Reviewed and optimized assortment (Renovated Supermarkets, Mekong Supermarkets, Flop Rural Clusters,...) to ensure balanced assortment, space shares, maximize performance, minimize waste, and reduce shrinkage.
- Managed SKU rationalization, ensuring an optimal mix to drive higher volume and meet customer needs.
- Analyzed market trends to identify assortment gaps, recommending SKU and brand listings to enhance category performance and meet consumer demand.

Data-Driven Report & Performance Insight:

- Built report principle for projects, evaluation format and conducted weekly & monthly analysis reports of sales, profit, pricing segment and competitor data to identify trends and proactively find out effective merchandise strategies.
- Forecasted and allocated sales KPIs per category, leveraging historical data and aligning cross-functional resources (CM, MKT, Ops) to hit commercial targets.

REFERENCES

Dương Thị Ngọc Quỳnh (Mrs.)

Country Head - Lipton VN

Former Biz Development Manager -

MM Mega Market

Phone: 0909.202.188

Hà Thị Thu Trang (Mrs.)

Head of Trade Marketing - Wincommerce

Phone: 0902.24.12.87

Merchandise Planning Junior Manager

MM Mega Market Vietnam

March 2022 - Sep 2023

- Managed assortment planning for 28,000 SKUs at Mega Market and 2,600 SKUs at B's Mart, ensuring an optimized product mix to drive maximized sales and enhance in-store visibility.
- Defined the hierarchical assortment for new SKUs to be suitable for various clusters & channels.
- Evaluated SKU performance based on multi criterias, making strategic decisions on listing, delisting, and blocking/unblocking SKUs to maximize revenue.
- Analyzed sales performance, profitability, market share, and competitor activities, identifying trends to propose effective trade and merchandising strategies.
- Conducted market research and consumer analysis to gain insights into customer preferences and shopping behavior, supporting targeted Trade Marketing campaigns.
- Developed data dashboards and reports to monitor the performance of Merchandising, SKU effectiveness, and market trends.
- Collaborated with the POG and Merchandise teams to design and implement product classification and display strategies based on customer insights and market research.
- Monitored the performance of new SKUs for the first 3 months after listing, evaluating their contribution to sales growth.
- Established tracking and reporting frameworks for retail campaigns, monthly profitability reports, and market share performance to support decision-making.
- Reviewed and curated a product list from buyers for various campaigns (e.g., Wholesale promotions, LockPrice programs, Must-Have Lists).

Achievements:

Ranked Very Good grade for performance in 2022.

Merchandise Trainee

B's Mart Format - MM Mega Market Vietnam

Jan 2022 - Feb 2022

- Worked with Quality Assurance team, Hierachy team, Visual Merchandise team to list new article.
- Implemented block, unblock, delete, change supplier of article based on business situation of B's mart.
- Negotiated and decided with the vendor on launching products in the promotion program under the supervision of CM.
- Provided data report of sales and promotion weekly, monthly and quarterly.
- Prepared and following up Trading terms, Memo, Sale & Purchase Agreement and other contracts for vendors.
- Summarized the list of expiry products and contacting the vendor to carry out the return or cancellation procedure.

Purchasing Assistant

Intergrafac Vina Co., Ltd,

July - December 2021

- Supporting Purchasing staff to contact factory for requesting quotation of products and raw materials.
- Classifying and preparing documents for booking order and shipping.
- Listing a list of suppliers for the Senior Purchaser to consider.
- Supporting Forwarder staff to preliminary checking the price of transport companies in HCMC.

Sale Export Intern

M-S Chemical Limited Company

June - August 2020

- Reviewed paperwork and documents to ensure contract, shipping, handling, storage charges and customs fees are billed correctly.
- Contacted customers about receiving and delivery schedules, pricing.
- Followed up other tasks from line managers.