NGUYỄN THỊ THÙY NGÂN

Category Manager

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📍 P. Trường Thọ, Thu Duc City, Ho Chi Minh, Vietnam

OBJECTIVES

Having 12 years of experience working in the retail market, love working in this field. Desire to become an excellent employee in the retail market, bring a lot of value to the company and develop yourself.

PERSONAL PROFILE

Gender : Female

Birthday : 25/09/1990

Marital status : Married

Nationality : Vietnamese

Country : Vietnam

CAREER INFORMATION

Level: Manager

Salary: Negotiable

Job type : Full time

Industry: Purchasing / Merchandising

Location: Ho Chi Minh

EXPERIENCE

Year(s) of Experiment: 12

Current Level: Manager

12/2021 - Now

Senior Buyer (Cat: Health Care) - Công ty Cổ Phần Pharmacity - Full time

In charge of delivering the assigned categories' performance, aiming to achieve category sales and profit target set by company. Coordinate with relevant departments on communication campaigns about new products, quality, prices, inventory, promotion, display...

- Category Management:

• Monitor and analyze the category performance in number of assortments, new products, sales, profit, planogram then develop and implement action plans to grow the category based on strategy.

• Conduct frequent market research/ study report (AC Nielson/ IQVIA) for new products and pricing…. to ensure range selection meet customer needs in the weekly basis.

• Ensure the stock availability at store through setting up min max and arrange the distribution for all listed products.

- Supplier Management:

• Source more suppliers and new products following company's strategy on category growth and company's policy.

• Negotiate with suppliers on the trading terms and trade marketing incomes.

• Work daily with suppliers in terms of stock/pricing/promotion/branding.

• Build strong relationships with suppliers.

- Promotion:

• Deal with supplier for the best promotion supports based on the promotion schedule and plan.

• Collaborate with Supply Chain and Promotion team to make sure achieve the promotion target.

- Make reports by using metrics on Power BI and AX System to figure out trends, evaluate categôry's performance combined with market and competitor surveys.

- Comply with the Company's processes, procedures, regulations, and standards.

2/2018 - 11/2021

Merchandiser (Cat: Beverage and Grocery) - Công Ty TNHH MINISTOP Việt Nam - Full time

Responsible for everything that happens to a product from its appearance to the moment a shopper picks it up off the

shelf. Includes taking on the role of training and mentoring new people in the team.
- Category Management:
• Plan to list new products or replace the unsuitable items.
• Coordinate with relevant departments on communication campaigns about new products, prices, inventory, promotion, display...
• Review competitors, including pricing, profit, marketing, and other progress every week.
- Supplier Management:
• Source more supplier and new products following company's strategy on category.
• Negotiate with supplier on trading terms and trade marketing incomes.
• Build strong relations with suppliers and distributors to negotiate prices, promotions, and order large volumes.
- Promotion:
• Deal with supplier for the best promotion supports based on the promotion schedule and plan.
• Set up promotion items on the system, follow and evaluate promotion program.
- Planogram Management:
• Set up and maximize customer view and sales levels by displaying products appropriately.
- Make reports by analyzing sales figures - reporting growth, expansion, and change in markets...

04/2014 - 8/2017

Category Supervisor (Cat: Dairy, Frozen, Beverage and Nonfood) - Công ty Cổ Phần Siêu Thị Vinmart - Full time

Responsible for all activities of the category in charge at the supermarket to achieve sale, including staff management.
• Product management includes ordering to make sure enough stock for sales activities, promotions and displays, warehouse management, quality and product shelf-life controlling.
• Responsible for the display of goods, price change, images of shelves,...
• Propose promotional programs: discounts, gifts, activities...to release high inventory, nearly expired or push sales.
• Minimize loss and damage to the product industry to bring profit to the category by
• Make weekly and monthly reports on: sales, stock, promotions; compare to competitor about price, promotion, new products, display,... by surveying to the BOD.
• Work with suppliers to do promotions, display goods, handle near-date goods, orders, deliver goods on schedule and support supplier's debt payment.
• Set target by each employee and motivate them to achieve, ensuring store sales reach the target set by the BOD.
• Employee management: time keeping, training, assignment, and supervision of the tasks assigned to employees.

3/2012 - 3/2014

Store Manager -(Cat: Toy for Kids) - Công ty cổ phần Việt Tinh Anh - Full time

Manage store sales activities and staff, such as:
• Manage goods, property of the store , and cash at the store .
• Responsible for the display of goods, price change , images of shelves; Proposing promotions: discounts, activities...
• Reduce costs for the store , avoid loss of goods, damage to property, or goods.
• Make weekly and monthly reports on sales, in-store program promotions, competitor, store's staffs .. to BOD.
• Check the store's monthly inventory with the accountant, compare actual and system.
• Set target by each employee and motivate them to achieve, ensuring store sales reach the target set by the BOD.
• Employee management: time keeping, training, assignment, and supervision of the tasks assigned to employees.

EDUCATION

Highest Degree Level: Bachelor

School: Bussiness Administration

Degree: Bachelor

Graduated in: 5/ 2012

Description: Ho Chi Minh University of Industry

OTHER CERTIFICATES

Certificate name: General Accountant

Issued By: PRO Ministry of Education and Training

From: 10/06/2013

Expired Date: Unlimited

SKILLS

Communication
● ● ● ●

Negotiation

● ● ● ●

Microsoft Office

● ● ● ●

Data Analyst

● ● ● ●

Team Leadership

● ● ● ●

Presentation Skills

● ● ● ●