

# CIRRICULUM VITAE



**Full Name: PHẠM Tiến Duy**

Address: 15/5 TTH 08, Tan Thoi Hiep Ward, District 12, Hochiminh City

Phone: (084) 0906313287

Email: [traduyen1992@gmail.com](mailto:traduyen1992@gmail.com)

## EXPERIENCE

### ***Store Manager (Feb 2025 - Present at CONG DANH FRESH)***

- Build Business Plan: Concept layout, Product & price Strategy, Retail & B2B Sales, People recruitment, Select partners (construction, design, ...).
- Build all SOPs for purchasing & operations work.
- Test and train the operation software for all staff.
- Deploy Purchasing goods, Marketing and Sales activities.

### ***Business Development & Purchasing Manager (Dec 2024 - Feb 2025 at JMART)***

- Check sales performance of all products and suppliers (Fresh Food, FMCG, Hardline...)
- List new products/suppliers based on market trend.
- Re-negotiate with suppliers for the best prices & rebates.
- Re-layout stores basing on sales rate and category strategy.
- Optimize SKUs' display on shelf-line.

### ***Purchasing Manager (October 2014 - September 2023 at EMART)***

- Manage master data of Articles, Promotions, Suppliers (Fresh Food, FMCG, Hard Line...)
- Manage planograms and QA of products displayed at Emart stores.
- Manage private label products (Fresh Food, Dairy, Personal care, Cosmetic, Household care, Grocery, Beverage).
- Negotiate contracts with big suppliers and Korean partners (Fresh Food, FMCG, Hardline...)

### ***Buyer of Alcohol beverage & cigarettes (2010 – 2014 at BIGC VIETNAM)***

- Manage alcohol beverage & cigarettes categories.
- Plan yearly strategy (Select products, Set up sales price & promotions and Display planograms).
- Negotiate trading terms with suppliers (rebates, rental, listing fee).

### ***POG Supervisor of HBA & Cosmetic and Household categories (2007 – 2010 at BIGC VIETNAM)***

- Manage HBA & Household's POGs (Set up and Check POGs' display principle and Cooperate with partners (Unilever, P&G, Kimberly Clark, etc.) to design category display zones.
- Support to open new stores (BigC Đà Nẵng, BigC Vĩnh Phúc, BigC Cần Thơ).

**EDUCATION:** 2002-2026 at Social Sciences & Humanity University.

**LANGUAGES:** French & English.

**SKILLS:** Planning & Organizing, Quality Assurance, Problem Solving and Training & Coaching.

**INTERESTS:** Reading, Travel and Charity.