Tran Thi Loan Phuong

Category Manager

Birthday: 05/06/1994 Loanphuong.tran294@gmaiil.com 0386 507 294

EDUCATION

Sept 2012 ↓
Sept 2016

Sept 2012 + VIET NAM UNIVERSITY OF AGRICULTURE

Major: Biotechnology GPA: 3.35/4

WORK EXPERIENCE

↓ Present

JUL 2020 + AEON VIET NAM

Merchandising Executive **Main responsibilities:**

Supplier management:

- Develop sourcing for merchandise from local suppliers
- Ensure suppliers have the capability and capacity to provide product in line with agreed time scales and quality standards
- Build and maintain excellent relationship and network with suppliers
- Ensure all aspects of supplier performance is properly and effectively assessed and managed, taking appropriate remedial action where necessary
- Deal with suppliers for return/exchange term

Product Management:

- Analyze 3C (Customer, Competitor & Company) pre-season with Marketing view and make Group Policy based on Line policy.
- Research, analyze and evaluate the market to identify customer's needs and product/range opportunities.
- Develop a range assortment that delivers Competitive Advantage in the Vietnamese Market.
- Collaborate with PB team in the development and implementation of Private Brand Strategy within the Category.
- Making 52W sales plan and SH map & C.A.P (conceptional assortment plan), ABC analize and make decision to expand item and reduce item

Pricing Management:

- Analyze 3C to propose the pricing strategy for Group in charge- Ensure that the Pricing Strategy is fully in place and understood by Suppliers.
- FP chart analyze to make/adjust the pricing strategy according to Customer's demands changing, Market trend or Competitors' strategy"

Promotion Management:

- Check Sales, Stock progress and make promotion plan for next month
- Making monthly sales plan (Focus item with sales plan, Block layout & promotion plan, Trend of sales)

Display management (Zoning, Layout, POG)

- Propose Sales plan in charge to Operation team including display and Visual merchandiser
- Provide the design, direction and placement of the POP
- Maintain effective internal communications channel particularly with other Merchandise team, operations, sales & marketing, logistic and other functions within the organization

Support for new store opening

- Order and display 1st order Perishable to New stores.
- Customer consulting

NOV 2016 + VINECO AGRICULTURE INVESTMENT DEVELOPMENT AND PRODUCTION LLC,. AGRONOMIST IN VINECO TAM DAO

JUN 2020 Field Technical specialist and Production Planning staff

MS Office

SKILLS

Negotiation

Data analysis

Communication

Planogram Execution

Leader ship

INTERESTS

- Music
- Garden
- Environment

Main responsibilities:

From 2016-3/2019: Field Technical Specialist

- Responsible for producing 40ha field to product Vegetable (Cabbage, Cucumber, Green Onions, Pumpkins, Green Squash, Spinach and others seasonal vegetable) to reach target productivity.
- Labor management: order, assign work and supervise workers

From 4/2019- 6/2020: Production Planning Staff

- Create Production planning to VinEco Tam dao Farm (Year, Quarter, Month) to supply to the supermarket.
- Ordering Israel/New zealand seeds, fertilizer, materials, tools and machine for production in Farm through SAP system. Create Purchasing Order (PO), Follow order status, Make sure enough everything to each Order production.
- Assist to Farm Director make daily and weekly production reports and monthly labor reports.

1 Apirl 2016

Nov 2015 + V-ORGANIC LIMITED LIABILITY COMPANY

- Display, sell, advise organic products for customer
- Advertise products on Facebook pages.
- Make reports of sales every day.

Sales Staff

Achievements and skills gained:

- Be assessed positively by the manager: active, extremely adaptable...
- Observe, learn and catch customers' taste well.
- Improve customer consulting skills

ACTIVITIES



- Support to foreign volunteers at Thuy An Rehabilitation center for Handicapped

July 2013 + MUA HE XANH VOLUNTEER GROUP

Local volunteer

Aug 2013

- Support to local people (ethnic minorities)

CERTIFICATIONS

2017

TOEIC Certificate with score 585 issued by IIG Viet Nam. I'm learning to up grade the certificate.

ADDITIONAL INFORMATION

Good computer skills: Word, Excel, Powerpoint

Team work skills, Responsible, active and creative in work

English communication: Good Ability to work on multiple tasks Ability to work under pressure

Full availability to work on site and to move abroad as well.

REFERENCES

References are available upon request.