



NGUYEN THANH DIEU HIEN
MERCHANDISER



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CONTACT

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🏠 Nguyen Huu Tho, District 7, Ho Chi Minh, Vietnam

PERSONAL PROFILE

Gender : Female
Birthday : 11/10/1994
Marital status : Married
Nationality : Vietnamese
Country: Vietnam

SKILLS

Communication	— — — — —
Computer skill (MS office)	— — — — —
Negotiations	— — — —
Category Management	— — — —

LANGUAGES

English
Level: Intermediate
Certification:

CAREER INFORMATION

Level: Team Leader / Supervisor
Salary: Negotiable
Job type : Full time
Industry: Restaurant / Hotel, Retail / Wholesale, Purchasing / Merchandising
Location: Ho Chi Minh

With over 9 years of experience in purchasing and merchandising, I am seeking a managerial position where I can effectively develop and execute category strategies to maximize revenue and profitability. I aim to contribute to building an optimized product distribution system that enhances overall business performance and supports sustainable growth for the company.

EXPERIENCE

Year(s) of Experience: 9

Current Level: Experienced (Non - Manager)

7/2021 - Now

MERCHANDISER - LOTTE MART VIET NAM

1. Category Management:

- Develop and implement the strategic monthly and quarterly sales plan of Category: Coffee and Tea, Cereal, Beverage, ...
- Create reports and implement category management strategies aligned with the company's vision.
- Conduct market research, track market trends, competitor benchmark and evaluate consumer behavior to identify product and customer needs.
- Developed category strategies to build trendy and distinctive assortments, creating a competitive edge that attracts customers and enhances sales performance.
- Prepare layout, fixture for new store opening/store renovation.
- Weekly market and competitor survey.

2. Merchandising Management:

- Manage the performance of subcategory effectively in terms of sales, profit, commission, rotation days, inventory, promotion, and product assortment, quality of products, effective SKU, planning and allocation.
- Manage suppliers through negotiation and cooperation on trading terms, pricing, promotion, activations and other to ensure the strategic cooperation as well as ensure the performance.
- Collaborate with related teams: Global sourcing, Private brand, Planogram, Marketing, Operation team, ect. to source and develop new products and optimize category structure.

3. Key Achievements

- Achieved 113.3% of sales target and increased net sales by 100.7% in 2024, contributing significantly to category revenue growth.
- Successfully achieved and exceeded commission KPIs for the fiscal year 2024 and 1st quarter 2025.
- Optimized inventory efficiency by reducing slow-moving and obsolete stock by 10%, improving overall stock productivity.
- Consistently met quarterly and annual KPIs across sales, commission, and inventory management.
- Strategically developed and positioned the coffee category as a destination category, making it a distinctive offering that clearly set the business apart from competitors.

4/2016 - 4/2021

PROCUREMENT EXECUTIVE - LOTTERIA VIET NAM

- Processed purchasing requests for various items (food, non-food, equipment, machinery).
- Conducted market research, analyzed product trends, and compared suppliers.
- Created and followed up on purchase orders; handled delivery and quality

issues.

- Coordinated with Logistics, Legal, and related departments to ensure smooth operations.
- Managed contracts, payments, and reported progress to managers weekly.
- Built and maintained relationships with suppliers; negotiated pricing and terms.
- Controlled item pricing and monitored supplier performance.
- Planned and managed material delivery to franchise stores.
- Updated and communicated pricing to franchise owners.
- Supported invoice reconciliation and reported franchise purchasing data.

EDUCATION

Highest Degree Level: Bachelor

School: Van Lang University

Degree: Bachelor

Graduated in: 3/ 2016

Description: Hospitality Management

CAREER HIGHLIGHTS

Best Staff Award in 2019, Lotteria Viet Nam Co., LTD