

TRUONG THI DIEM TRANG

Product Manager/Planning Manager



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SUMMARY

Hi there, my name is Trang, I have a strong background in strategic planning and merchandising with over 6 years of experience. I have worked in project management, focusing on effective solutions and improving team collaboration. My career has been driven by a desire to enhance productivity and achieve strategic objectives. In the coming years, I aim to take on a management role involving strategic management of products and people in a large retail business.

BASIC INFORMATION

Birthday: 09/09/1991

Gender: Female

Maritality: Single

Languages: English, Vietnamese

WORK HISTORY

07/2022 – 06/2024: **HEAD OF SUPPLY CHAIN DEPARTMENT**

HOA SEN VIET GROUP



Hoa Sen Viet Group is a retail distributor for international cosmetic and fashion brands. After more than 15 years of operation, the Company owns a system of more than 120 retail stores nationwide with Brands: Thefaceshop, Beautybox, Club Clio, A'Pieu, Adidas, Reebok,... With the mission to bring with confident beauty for every bright day, Hoa Sen Viet is always the company that brings top quality products to millions of consumers.

Mission:

- Collaborate with other departments to create coordinated plans for business growth and achieve sales targets
- Develop effective forecast models based on industry trends and demand patterns and subsequently implement solutions to improve the accuracy of demand forecasting
- Work closely with the marketing team to ensure product availability in line with promotional campaigns, adjusting strategies based on sales feedback and market trends to ensure effective inventory clearance
- Establish and maintain detailed lists of materials and inventories in the company, ensuring the warehouse has the right products in the right quantities, no overstocking or out of stock, reducing storage costs and improving customer satisfaction
- Manage and control operating costs, analyze financial reports, set budget targets, ensure efficient resource allocation, in line with business objectives. Implement cost-saving technologies and optimize resource utilization
- Evaluate storage capacity, distribution methods and supply chain technology to support business growth for both B2B and B2C, ensuring any expansion requirements are met efficiently
- Analyze supply chain data and resolve any issues or come up with alternative plans
- Ensure supply chain processes meet legal requirements and standards
- Communicate and negotiate with suppliers and vendors to land more profitable deals

- Review and report on KPIs including performance data analysis to ensure targets are being achieved
- Supervise and train staff including overseeing their daily tasks, guiding and helping them develop necessary skills

Achievements:

- Through changing the method of purchasing and allocating products, the company has achieved 95% OSA (On-Shelf Availability) for focus list
- Fully prepared for the supply of goods for sales in the following periods: Black Friday, Christmas, New Year's Eve, Lunar New Year,... revenue increased by more than 15% compared to the initial target
- Some projects are approved and implemented by the Board of Directors such as: Operation Excellent (purchasing, distribution, stock balancing,...run automatically on the system), Cost optimization (warehouse and shipping), 3PLs management, Stock movement...

11/2018 – 06/2022: **MERCHANDISE MANAGER**

PHOENIX TRADING INVESTMENT JOINT STOCK COMPANY



Phuong Hoang JSC is the authority distributor for famous Sports Fashion brands in the world such as: Adidas, Nike, Lining, Asics, Lecoq Sportif, Reebok, Proace, Ashaway... With more than 20 years of operation and development, Phuong Hoang company has more than 200 retail stores, 640 agents nationwide along with more than 1,000 employees working at the company. Phuong Hoang has sponsored many forms of domestic and international sports competitions, and has also sponsored the Vietnam National Team and many high-achieving athletes, thereby contributing to general development of Vietnamese sports.

Mission:

- Participate in product development and marketing planning for the business
- Work with international brand like adidas, nike, asics, lining, 361, ... to build the buying plans with value of 10 million USD/season for Maxxker and Maxxsport
- Product value management: life cycle, identification, product placement in the right market and customer. Compare and evaluate the company's products and services with competitors
- Participate in the sales process by making timely recommendations based on product insights
- Coordinate with relevant departments to develop pricing policies for products
- Participate in the development of new milestones and market expansion strategies of the company

Achievements:

- 2019 & Q1 2020: Sales growth of 50% with previous year, 20% higher than initial expectations
- 2020 & 2021: Through changing the merchandise strategy before, during the Covid period, ensuring that inventory risks are controlled to the necessary level – continuing to maintain sales targets compared to the initial plan
- Develop product plan in line with new requirements for the period 2022-2025 of the entire southern region to meet the growth of 15 existing stores and expand 15 new stores
- Coordinate and implement the organization of 5 sales events with a-half million USD/ Open 5 new stores with available and complete products
- Some internal projects: Standard warehouse, sales reporting system, tracking process to minimize loss due to operation at stores, control to minimize defective products at store

06/2017 - 10/2018: MANAGEMENT ACCOUNTING



Cho Lon Furniture Electronics Supermarket is recognized as one of the pioneer supermarkets in the field of retailing of electrical appliances and furniture in Vietnam. The company specializes in Electronics, Refrigeration, Mobile, Computer, Appliances, Telecommunication, Furniture with professional and modern service style. With constant efforts, Cho Lon Electronics - Furniture Supermarket is growing strongly with more than 100 branches nationwide and positioning the brand in the hearts of customers.

Mission:

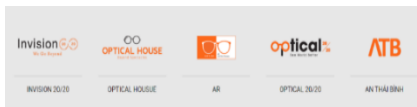
- Prepare periodic sales reports, ensure the reasonableness and explain the relevant information
- Guide and monitor staffs to handle accounting operations
- Manage revenue and expenditure reports, import and export of branches and make reasonable adjustment suggestions
- Analyze the efficiency in the management and arrangement of goods in each branch
- Provide detailed data, make reports to the head of the department, check arising transactions when mentioned by the Board of Directors

Achievements:

- Take part in the expansion of 9 new stores in the South (Binh Duong, Long An, Tien Giang, Quang Ngai, Ho Chi Minh City)
- Keep stock sanity, warehouse layout quality and improve delivery schedule
- Build warehouse reporting system and POS, KPIs for staffs

03/2015 - 05/2017: ACCOUNTANT (INVENTORY AND COGS)

AR GROUP JSC



Anh Rang JSC is a leading company in the glass industry, well-trained in the US and has expert knowledge of the international market. AR GROUP always brings quality products, health safety and optimal solutions for eyesight and beauty to consumers.

Mission:

- Checking documents related to import, export and transfer of products at stores
- Record the costs of importing goods, equipment, assets,....
- Make a record of inventory difference (if any) and monitor the reasonable adjustment
- Make sales report and calculate cost of goods at the end of the month
- Check and compare inventory data of internal companies
- Participate in periodic inventory of assets and tools
- Provide detailed data, make reports to the head of the department, check arising transactions when mentioned by the board of directors

Achievements:

- Closely monitor the products and assets of the store, limiting the risk of goods loss
- Accurately calculate cost of goods, one of the important expenses in profit and loss report of the company

01/2014 – 01/2015: INVENTORY DATA MANAGEMENT

JOHNSON & JOHNSON CO., LTD

JOHNSON & JOHNSON is a multinational company specializing in the production and sales of pharmaceutical products, medical equipment as well as products for family health. In addition to the main business, Johnson & Johnson also has a lot of social activities in line with its mission of serving the community.

Mission: Keep tracking of data and reports related to the branch's inventory.

EDUCATION

09/2009 – 09/2013: Bachelor of Accounting

10/2011: Certificate of informatics

08/2015: Certificate of professional tax declaration

08/2017: Chief Accountant Certification

SKILLS

Logical Analysis Thinking Futures Thinking

Goal Setting Leadership

Time Management Creatively

ACTIVITIES

RUN FOR VIETNAM ATHLETICS (01/2021)

Sponsor - Participants - The Running Hub Joint Stock Company

As one of the main sponsor brands for the race, participating in the race as a guest to support and assist with spreading the messages related to running to everyone.

DALAT ULTRA TRAIL (03/2022)

HAU GIANG MARATHON (07/2022)

HO CHI MINH CITY MIDNIGHT (02/2023)