



DUONG BAO QUYNH

MERCHANDISER

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JOB OBJECTIVE

Short-term goal: Become a Merchandise specialist within the next 2 years.

Long-term goal: Constantly making efforts to learn more professional experiences and management skills to become the head of Merchandise department.

SKILLS

- Foreign Languages: basic English in communication, reading and writing abilities
- Office Computer: SAP, GOLD system. MS Excel, MS Powerpoint, MS Outlook, MS Word
- Detail-oriented: Use check-lists when working and double-check tasks before submitting

WORK EXPERIENCE

THISO RETAIL (EMART VIETNAM)

Aug 2023 – Present

MERCHANDISER – FRESHFOOD (VEGETABLES & DRIED FOOD)

- Managed revenue and profits according to company target.
- Tracked sales revenue, analyzed sales, profits and proportion by day, week and month to make reasonable adjustments at stores.
- Forecasted sales and negotiated with supplier to get exclusive product, packaging, deal or special discount.
- Researched, surveyed and evaluated competitors to improve products, POG, promotions,...
- Selected and evaluated new suppliers, new products to make sure that always have the best products and strategies suitable to customers' shopping trends.
- Managed purchase and sales price to ensure competitiveness.
- Followed and solved all issues related to price, products, quality, suppliers...
- Coordinated with Store Manager and supplier for POG working.
- Contract and suppliers management.

CENTRAL RETAIL (GO!)

Feb 2023 – Aug 2023

MERCHANDISE ASSISTANT – NONFOOD (HOME & HARDLINE)

- Followed the data of more than 40 suppliers and more than 4000 products that are sold in stores- Home-Hardline category.
- Handled and entered product information on the system, such as creating code's products, making orders and tracking pricing changes.
- Check orders (product quality, quantity, promotional products, additional orders during peak periods).
- Ensured direct sales and promotion planning is on target.
- Supported proposed new purchase and sale prices.
- Supported in selecting and evaluating suitable suppliers.
- Contract management.
- Managed sample products.

CJ CGV VIETNAM

Nov 2018 – Dec 2022

OPERATIONS ASSISTANT (CJ) and TEAM LEADER (CGV)

- Coordinated with other departments to carry out sales and promotion programs to gain interest goals in plans.
- Researched and evaluated over 35 competitors to assess product-performance, pricing strategies and customer preferences, helping to stay ahead of the competition in the market.
- Executed process improvement solutions to improve performance and service quality for 82 cinemas.
- Announced and conducted training on operating procedures and service quality standards of cinema to all nationwide employees, increasing standard compliance by 15%.

EDUCATION

FINANCE AND MARKETING UNIVERSITY

Major in International Business

2018 – 2022