



TRẦN TRƯỜNG PHÁT



0916.79.1234



11/08/2000



trantruongphat1108@gmail.com



Nguyen Thi Dinh, Thanh My Loi, Thu Duc City

EDUCATION

**Bachelor of Logistics and
Supply chain management**
International Univeristy -
VNU HCMC

2018 – 2022

HARD SKILL

- Trade development
- Strategic planning
- Planning and forecast
- Market Research
- Inventory Management
- Category & Assortment Management
- Data Analysis
- Advanced Excel, PowerBI.
- Microsoft Office & Google Suites

SOFT SKILL

- Interpersonal skill
- Quick-decision making
- Analytical skill and logical thinking
- Leadership
- Communication
- Multi-tasking
- English working skill
- Adapt to change

CAREER OVERVIEW

Experienced in trade marketing and merchandise planning, with a strong focus on building campaigns, improving assortments, and using data to support commercial decisions. Comfortable working with both short-term promotions and long-term plans, always aiming to balance business needs with shopper expectations. Known for being practical, organized, and detail-oriented, while still bringing fresh ideas to trade activities. Looking to continue growing in a role that values clear thinking, solid execution, and meaningful business results.

WORK EXPERIENCE

Commercial Strategy & Promotion Assistant Manager

Wincommerce – Masan Group

Oct 2023 – Now

Assisted Commercial Director to lead and develop trade plan & category optimization and review assortment for FMCG Dept. (promotion share 2024 increases 5.4% vs LY).

Trade Plan & Promotion

- Planned and developed trade program and campaign pipelines by month/quarter/yearly aligned with commercial strategy and shopper needs.
- Developed and carried out key campaigns for both national events and internal growth initiatives (Tet, National Day, Company Birthday, “Win the South,” “Hello Vietnam,” NSO, Reopenings), including promotion mechanics, sales targets, SKU focus, and activation plans.
- Collaborated with suppliers to build Joint Business Plans, align budgets, and co-manage campaign rollout across stores.
- Worked with internal teams (Category, Marketing, Operations) to coordinate timelines, POSM setup, sampling activities, and display execution.
- Identified and prioritized Superstar SKUs based on historical performance and category goals to boost sales volume.
- Built campaign reports to evaluate sales uplift, ROI, and shopper response; applied insights to continuously improve trade tactics and future campaign planning.

Assortment & Category Optimization

- Reviewed and optimized assortment by store model (Renovated Supermarkets, Mekong SM, Rural Clusters) to ensure space efficiency, maximize sales and margin and minimize shrinkage.
- Identified assortment gaps and proposed new listings based on consumer demand and market trends.

Data-Driven Insight & Performance Management

- Built reporting frameworks and led weekly/monthly analysis of sales, FM, pricing segments, and competition.
- Forecasted and allocated KPI sales targets by category, aligning with commercial strategies.
- Supported Commercial Director in reviewing supplier invest, listing fee and trade terms to meet TCM targets.

REFERENCES

Dương Thị Ngọc Quỳnh (Mrs.)

Country Head - Lipton VN

Former Biz Development Manager -

MM Mega Market

Merchandise Planning Specialist

MM Mega Market Vietnam

Mar 2022 - Sep 2023

- Handled 28,000 SKUs at Mega Market and 2,600 at B's Mart, optimizing assortment to boost sales and shelf visibility.
- Defined hierarchical assortment by cluster/channel; evaluated SKU performance for listing/delisting decisions.
- Analyzed sales, margin, market share & competitor data to guide trade & merchandising strategies.
- Built dashboards to track SKU effectiveness, campaign ROI, and category trends.
- Collaborated on planogram & display strategies based on customer behavior insights.
- Tracked new SKU performance in first 3 months post-listing to ensure sales contribution.
- Reviewed & curated product lists for key campaigns (LockPrice, Must-Have, Wholesale).
- Achievement:
- Rated "Very Good" for 2022 performance evaluation.

Merchandise Trainee

B's Mart Format - MM Mega Market Vietnam

Jan 2022 - Feb 2022

- Worked with Quality Assurance team, Hierachy team, Visual Merchandise team to list new article.
- Implemented block, unblock, delete, change supplier of article based on business situation of B's mart.
- Negotiated and decided with the vendor on launching products in the promotion program under the supervision of CM.
- Provided data report of sales and promotion weekly, monthly and quarterly.
- Prepared and following up Trading terms, Memo, Sale & Purchase Agreement and other contracts for vendors.
- Summarized the list of expiry products and contacting the vendor to carry out the return or cancellation procedure.

Purchasing Assistant

Intergrafac Vina Co., Ltd,

Jul - Dec 2021

- Supporting Purchasing staff to contact factory for requesting quotation of products and raw materials.
- Classifying and preparing documents for booking order and shipping.
- Listing a list of suppliers for the Senior Purchaser to consider.
- Supporting Forwarder staff to preliminary checking the price of transport companies in HCMC.

Sale Export Intern

M-S Chemical Limited Company

Jun - Aug 2020

- Reviewed paperwork and documents to ensure contract, shipping, handling, storage charges and customs fees are billed correctly.
- Contacted customers about receiving and delivery schedules, pricing.
- Followed up other tasks from line managers.