**POSITION**

Business Analyst

**PERSONAL INFORMATION**

Name : Zhong Wu Yan

Address : Sembawang

Date of Birth : 01 January 1989

Nationality : Singaporean

Gender : Female

Race : Chinese

**EDUCATIONAL BACKGROUND**

**Bachelor of Science (Hon) in Management – 2nd Class Honours – 2011**

University of London (SIM)

**WORK EXPERIENCE**

Duration : Jan 2012 – Present

Company : Toyota Motor Asia Pacific Pte Ltd

Designation : Senior Specialist

**Business and Profit Planning Department** (January 2017 – Current)

* Monthly tracking of latest and upcoming price changes, and provide latest information to related departments
* Analyse and forecast profit on a quarterly basis to evaluate on the overall business performance
* Report to top management and related country departments on their latest profit situation
* Coordinate and liaise with related country departments to understand on their market situation and pricing strategies
* Develop Sales-side profit improvement target and strategies to achieve target and improve profit
* Identify current operational issues and make countermeasures and next steps, to enhance pricing information flow and ensure most appropriate profit forecast
* People Development: Appointed team leader role in January 2017
  + Brief newcomer on department roles and responsibilities, job scope and basic pricing background
  + Guide newcomer and junior staff on operational tasks as well as on-job-training
  + Provide explanation and support when needed, and crosscheck work output to minimize mistakes

**Trade Management Operations Department**

**Multi-source Vehicle** (January 2014 – December 2016)

* Managed export vehicle pricing operation
* Monthly pricing operation:
  + Monthly co-ordination of new price or price change for vehicle
  + Analysed and evaluated cost and price to ensure profit is maximized
  + Monitored the competitive pricing landscape and profit situation and recommend countermeasures when threats are determined
* Cost Management:
  + Conducted and coordinated annual cost update for Area Operation Departments to negotiate and set new price with Distributors
  + Studied and evaluated cost assumption, specification changes and cost movement
  + Analysed Plant profit situation as a result of cost and exchange rate movement
  + Prepared reporting materials to communicate cost analysis as well as pricing strategy proposal to the various stakeholders and achieve stakeholders’ consensus
* People Development: Appointed team leader role in January 2016
  + Guided teammates and shared past experiences of issues encountered and how to resolve so as to prevent same mistakes
  + Practiced Toyota's Way of Teamwork by working together with teammates to ensure timely approval of price and also understood each region's price change reason and assisted in checking the accuracy of monthly operation to prevent impact to downstream operation

**Trade Management Operations Department**

**Multi-source parts** (January 2012 – December 2013)

* Managed export parts pricing operation
* Pricing operation:
  + Monthly co-ordination of new vehicle parts implementation for Asia Pacific (AP) regional companies
  + Conducted cost analysis on supplier price quotation for vehicle parts
  + Co-ordinated projects applicable for AFTA (ASEAN Free Trade)/ FTA (Free Trade Agreement)
  + Conducted and co-ordinated bi-annual price revision for all production parts for AP regional companies
  + Analysed and evaluated cost assumption and cost movement of parts
* System operation:
  + Studied and proposed enhancement for company internal pricing function system to increase work efficiency and accuracy
  + Managed new system enhancement implementation from user requirements to test scenario script writing to user acceptance testing and go-live implementation
  + Provided training to related parties to better understand the new system logic and operation flow

**Reason for Leaving**: Seeking to gain career advancement and change of environment.

Duration : Jul 2011 – Dec 2011

Company : Fonterra Brands Pte Ltd

Designation : Marketing Assistant (Regional) (contract role)

* Updated monthly market performance report in Excel and PowerPoint
* Managed marketing accounts payable and processed purchase order
* Co-ordinated and consolidated data across 11 markets
* Conducted local market research to investigate performance of company’s products
* Assisted in various marketing projects

**Reason for Leaving**: Contract ended.

Duration : May 2009 – Jul 2009

Company : Merry Riana Organisation Consultancy Pte Ltd (An associate of Prudential)

Designation : SIM Internship Programme 2009

* Serviced financial consultants’ clients by providing them with updates of current products and programs
* Managed client enquiries and arranged for appointments
* Performed cold calls to generate leads for sales and business development team
* Consolidated survey data for consultants into Excel
* Attended insurance course M9 (life insurance and investment-linked policies) provided by Prudential

Duration : Nov 2008 – Mar 2009

Company : Land Transport Authority

**Temporary Human Resource Officer** (November 2008- March 2009)

**Benefit and Compensation section**

* Rehired again due to good performance during previous employment
* Appointed as in-charge for surveying government-owned companies regarding shift claims and consolidated the results into Excel
* Processed employees’ payroll into company’s system
* Prepared the letter of employment and other documents for staffs terminating their services with the company
* Assisted with proration of leave eligibility

**Temporary Human Resource Assistant** (June 2008-July 2008)

* Planned and executed the Long Service Award ceremony for the organization by assisting in the seating plan and PowerPoint slides

Duration : Dec 2007 – May 2008

Company : Nu Horizons Electronics Asia Pte Ltd

Designation : Accounts Associate

* Handled purchase invoices and collated them into an excel spreadsheet
* Assisted accountants in their balance sheets and journals
* Extract account reports from the company’s internal system
* Participated in company stock taking and was exposed to the structure of the organization

**LANGUAGE SKILLS**

* Fluent English & Chinese