

**Miss Varittha Setthe**

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**Personal Information:**

Birth date: May 19, 1983.

Height: 174 cm.

Marital Status: Single

Age: 34 years old

Weight: 74 Kgs.

Gender: Female

Religion: Buddhism

**Education:**

2001-2004 Kasetsart University, Bachelor's Degree in Economics,  
Human Resources & Industrial Economics and Economics Development & Planning, GPAX: 3.01

1998-2001 Saipanya School, High School; Art-Mathematics, GPAX: 3.21

**Working Experience:**

**May, 2015 – Nov, 2015**

***Franchise Consultance***

*Michelin Siam Co., Ltd.*

- To be main liaison in the relationship between franchises, encouraging and creating a positive relationship in all assigned POS.
- Implement, in all assigned POS, the TYREPLUS manuals and Franchise work instructions.
- Set up with the franchise an agreed upon yearly business plan and activity, financial plan included action plan.
- Define with franchise an annual training plan.
- Provide support for staff training (commercial and technical)
- Define agreed annual communication & publicity investment plan with franchises/ACTION PLANS GAP ANALYSIS
- Analyze and make recommendations as well as training in order to help to implement CRM
- Satisfy Customer Service and Product Needs:
- Manage Customer Relationship
- Manage POS Environmental, Health and Safety Requirements
- Manage POS Marketing, Campaigns and Promotions
- Manage POS Cash and Customer Credit
- Manage People and Competencies at POS
- Monitor POS Performance

**June, 2013 – Mar, 2015**

***Wholesales and Marketing Manager***

*Network, Sales and Marketing Development*

*Esco Premium Co., Ltd.*

- Develop Business and Financial Plan
- Retails Sales and Wholesales strategy planning
- Monitoring and coordinate with international customer and supplier
- Network Expansion Strategy (Volume, Customer, Dealers)

- Network Expansion Strategy (Domestic and International Market)
- Company IOS Application implementation
- Product Planning
- Set up Sales and Marketing Organization
- Create and organize sales promotion and campaign
- Control and supervise sales and marketing directions and activities
- Analysis customer' profiles & business plan including financial Background & future growth

**May, 2012 – June, 2013**

***Import & Export Consultant***  
*Pieris Skin Variety Co., Ltd.*

- Develop Business and Financial Plan
- Retails Sales and Wholesales strategy planning
- Monitoring and coordinate with international customer
- Network Expansion Strategy (Domestic and International Market)
- Inventory planning and controlling
- Control and supervise quality control process
- Create and organize sales promotion and campaign

**Oct, 2011 – May, 2012**

***General Manager***  
*Sales, Marketing and Service Department*  
*VK Auto Co., Ltd.; Mitsubishi: Retail Sales*

- Retails Sales strategy planning, development and Business Plan
- Set up Sales and Marketing Organization
- Coordinating and push up retails sale to achieve sales target with Mitsubishi Motors (Thailand) Limited
- Inventory planning and controlling Program implementation
- Create and organize sales promotion and campaign
- Control and supervise sales and marketing directions and activities

**Feb, 2011 – Sep, 2011**

***Dealer Development Manager***  
*Sales and Marketing Department & Truck and Bus Project*  
*TATA Motors (Thailand) Co., Ltd.*

- CRM & DMS implementation nation wide
- Dealer Contracts implementation
- Network Expansion Strategy (Volume / Where dealers)
- Identifying the Gaps where TMTL will need dealers (Pick-up/Truck/Bus/ Passenger Cars)
- Establish Process for Termination of dealers
- Monitoring and Ensure Dealer's standard of conduct (Corporate identity Visual identity)
- Analysis, set up and maintaining Dealers' profiles & business plan including financial background & future growth

**Feb, 2008 – Jan, 2011**

***Assistant Whole Sales Manager***  
*Sales and Marketing Department*  
*Hyundai Motor (Thailand) Co., Ltd.*

- Wholesales strategy planning and development
- Coordinating and push up retails sale and Dealers to achieve sales target
- Inventory planning and controlling
- Create and organize sales promotion and campaign
- Control and operate sales and marketing activities
- Control and supervise Dealers' sales and marketing directions and activities
- Create and organize motor show events, exhibitions, road shows, etc.
- Controlling of budget and finance

**Feb, 2006 – Feb, 2008**

***Dealer Development Officer***  
*Honda Automobile (Thailand) Co., Ltd.*

- Developing new Dealers and maintaining relationship with the Company's existing Dealers
- Monitoring and supervising sales and marketing activities of Dealers
- Monitoring and controlling Dealer's standard of conduct
- Creating new project in spiral up ways
- Analysis, set up and maintaining Dealers' profiles including financial background & future growth
- Set up annual plan to expand Dealers' network, follow up and maintaining the existing one
- Set up budget and control of usage including recording
- Coordinating with all relevant functions to achieve the assignment
- Operate and undertake Dealer Development administrative task

**June, 2004-Dec, 2005**

***Marketing Officers***  
*TOYOTA LIBRA (Thailand) Co., Ltd.*

- Creating and performing activities to increase sale and after sale service volume
- Creating and maintaining customer's parts and services value chain
- Setting up and performing marketing plans
- Building up, maintaining, performing activities to impress and meet with customer's satisfaction
- Collecting, maintaining and keeping records of sale and marketing database
- Preparing promotional materials (Ex. banners, leaflets, advertising in magazines)
- Creating and performing various kind of events to promote sale volume and service activities
- Giving cooperation with relevant functions to achieve assignments

**2003-2004**

***Market Analysis Officers***  
*AC Nielsen (Thailand) Co., Ltd.*

- Conducting market researches, analysis, conclude and making a report
- Data collection
- Interviewing customers and target group
- Analysis, conclude and making summary report of questionnaires

## Special Training Courses:

June, 2015	<b>SOP, Training &amp; Audit</b> at Michelin Learning & Development Center
May, 2015	<b>Vehicle &amp; Tyre Specification &amp; Technology;</b> Michelin Learning & Development Center
Jan, 2014	<b>Quality Control Training Programs,</b> Towa Corporation: Fukuoka; Saga Factory, Japan
Oct, 2011	<b>A+A Safety, Security and Health at Work</b> International Trade Fair With Congress At Dusseldorf, Germany
June, 2011	<b>Truck &amp; Bus Training Programs</b> at Tata Motor Technical Center
Oct, 2010	<b>Hyundai Dealer Develop and Network</b> Training at Hyundai Motor Malaysia (KL)
Apr, 2010	<b>Hyundai Sales and Marketing Training</b> at Hyundai Motor (Macau)
Nov, 2007	<b>Dealer Develop &amp; Business Plan Training</b> at Honda Automobile Training Center
Apr, 2006	<b>Business training</b> at San Miguel Marketing (Thailand) Limited
Apr-May, 2005	<b>Food &amp; Beverage operation training course;</b> Hotel Association of Thailand
Oct 13-24, 2003	<b>Special Trainee Program at <i>The United Nations Thailand.</i></b>

## Special Activities:

2006	Event organizing specialist. (Visual, Lighting, Audio, and Effects)
2002-2003	Receive a scholarship of The Faculty of Economics in The Kasetsart University
2001-2003	Academics Activities - Participated and staff in Economics Restaurant on Kaset Fair - Actress of the Faculty of Economics in the Kasetsart University
2001-2002	Academics Activities & Temporary job - Vice-President of the Faculty of Economics in the Kasetsart University - Owner of Thai Dessert Stall
2000-2001	Temporary jobs (Owner of Garment Stall)

## Skills:

Language Very Good Command of English (Speaking, Listening, Writing and Reading)  
Fair in Chinese and Myanmar Language  
Computer MS Office, SPSS, Auto ware, Adobe Photoshop, Adobe Illustrator  
Soft Skills Management Skills, Analytical and Problem Solving Skills, Leadership, Interpersonal/Social Skills, Communications Skills and Administration Skills

**Personal** Good Attitude, Self-Confident, Motivate, Interested Challenges, Friendly and Service Mind

## References

- Mr.Atul Shahane (General Manager Sales and Dealer Develop Department)  
*Nissan Motor India (Pvt) Limited (Head CBU Exports)* Chennai-India  
Mobile: +91 8939683051
- Mr. Maytee Sagnuandeeikul (Senior Area Manager, Sales Department)  
GENERAL MOTORS (THAILAND) Co., Ltd.  
Mobile +66 81700 2093
- Mr.Vorravith Boonvongsohon (General Manager Service and CRM Department)  
*TATA Motors (Thailand) Limited*  
E-mail: [vorravith@tatamotors.com](mailto:vorravith@tatamotors.com)  
Mobile: +66 879760202