

# Chonmanee Kanphirom (Ms.)



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## **Education:-**

Degree	Institute name	From	To	Major	GPA
High school	Benjamarachanusorn School	1993	1998	Math -English	2.59
Undergraduate	Assumption University (ABAC)	1999	2003	BBA - Marketing	2.64
Post-graduate	Assumption University (ABAC)	2008	2010	MBA - Marketing	3.66

## **Work Experience:-**

- **Motor Image Enterprise Pte Ltd (Singapore)** **Mar'15 – Present**  
**Designation:** Regional Senior Management Executive

- **Regional Operation**

- **Policies Establishment:** Develop, implement and streamline SOPs for subsidiary companies. Align and standardise SOPs for companies in the region. Monitor established SOPs and refine when a gap has been identified.
- **Operations Monitoring:** Acquire data and analyse indicators of operations of subsidiary companies. Develop reports for Management's review.
- **Goals Reconciliation:** Conduct meetings and trainings with subsidiaries' management teams to reconcile differences between their progress and HQ's goals and standards.
- **Problem Solving:** Develop strategies to solve problems faced by subsidiaries companies. Discuss with subsidiaries' management teams to implement solutions.

- **Regional Compliance**

- **Legal Compliance:** Identify legal breaches. Monitor, guide and support the subsidiary companies in Thailand to comply the necessary licenses for each business.
- **Securing Company's Interest:** Communicate with legal firms on companies' legal requirements and develop strategies to protect local companies' legal interest. Advise Management teams on required actions.

- **Regional Cost Management**

- **Cost Monitoring:** Monitor purchases and cost indicators of each company. Analyse the indicators and develop timely reports for Management's review.
- **Supplier Selection:** Develop and Implement an effective Supplier's Selection Process for all subsidiaries. Monitor and analyse new and existing suppliers before submitting for approval.

- **Supplier Negotiation:** Conduct annual suppliers' negotiation for suppliers of all subsidiaries to meet the company's annual cost reduction targets.
  - **Policies Development:** Develop strategies for identifying possible cost reduction areas. Collaborate with subsidiaries' management teams to implement measures and controls to safeguard these resources.
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➤ **TC Zero Logistics (Thailand) Co., Ltd.** **Nov'13 – Mar'15**  
 (Subsidiary company of Motor Image Enterprise Pte Ltd (Singapore))  
**Designation:** Business Development Assistant Manager

- **Business Set-Up:**
    - I assisted in the establishment of a new logistic company, TC Zero Logistics (Thailand), with a capital injection of 200 million Thai Baht.
    - Developed SOPs, process flows and controls mechanisms for the logistics operations of – but not limited to – Pre-Delivery Inspection for cars, trucks and buses; transportation services for cars and trucks; bonded and general stockyards/warehouses; importation of cars.
    - Led and monitored the implementations of these SOPs, process flows and control mechanisms.
    - Participated in the forward business planning of TC Zero (Thailand) and TC Zero (Thailand) such as direction and goals setting, manpower and resources planning, P&L analysis, department structuring, SWOT analysis, market and opportunities analysis.
    - Represented the companies in business negotiations with major suppliers and customers which includes APL Logistics (Thailand), Wuerth (Thailand) Co., Ltd, Mitsui-Soko, Toyofuji, Nissan Motor (Thailand), Mitsubishi Motors (Thailand), Suzuki Motor (Thailand).
    - Led a cost optimization exercise for selected suppliers of TC Zero (Thailand), Nissan Diesel (Thailand) and Motor Image (Thailand) which resulted in a cost savings of approximately 1.2 million Thai Baht or 8.3% in annual cost.
    - Assisted in local/daily management operations.
  - **Licensing:** Communicate and coordinate with legal partners to acquire the necessary licenses of each business.
  - **Business Monitoring and Reporting:** Monitor the issues problems of Transportation business, Body and Paint, Aftersales, Vehicle distribution center business, provide the solution and countermeasure to solve the problems, and report the relevant information to Top management respectively.
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➤ **Mitsubishi Motors (Thailand) Co., Ltd.** **Sep'05 – Oct'13**  
**Designation:** Exporting operation and planning supervisor  
 (Worked in Mitsubishi Japan Corporation, Japan: 2006 – 2007)

- **Shipment Plan:** Prepare the shipment plans for all direct CBU business, to export vehicles to Malaysia, Philippines, and Indonesia.
- **Ordering Data:** Monitoring and control lead time in placing order, order revision and coordinate with the production section, to produce the vehicles as the customers' requirement.
- **Claim:** Be the respondent between the head quarter company in Japan, customers and QA department, to investigate and solve the problem of claim issues

- **Vehicle Dimension:** Control, monitor and maintain the dimension of all export CBU units in SAP system by basing on the information bulletin from Mitsubishi Japan.
- **Monthly sale report:** Prepare the monthly export sale volume report and submit to Toyota as the representative of automotive association of Thailand, and share the report to all car makers in Thailand.
- **Special / Confidential project:** Be responsibility in any special project such as the testing cars, emission test that may require many complicated process in exporting the cargoes to test in Japan or developing center in Netherland.
- **Shipping documents:** Monitor the shipping the document, to be ensure that shipping documents includes Form-D, Form-A are issued correctly.

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➤ **Toyota (Thailand) Co., Ltd.** **June'05 – Aug'05**  
**Designation:** Export officer

- **Exporting shipment:** Control the customer services of 12 countries in Africa, Australia, New Zealand and also any special exporting CBU unit.
- **Shipping documents:** Prepare the shipping documents

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➤ **EBCI Logistics Co., Ltd.** **Apr'03 – May'05**  
**Designation:** Marketing and sale officer

- **Marketing and Sale:** Find prospect customers and propose the shipping quotation.
- **Shipment Scheduling:** Coordinate with the shipping companies, custom section, to support the export shipment.

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➤ **Fun English** **Feb'03 – Mar'03**  
**Designation:** Marketing and sale officer

- **Marketing and Sale:** Find prospect customers and propose the franchise of English school.

#### ***Language Skill:-***

<b>Language</b>	<b>Speaking</b>	<b>Reading</b>	<b>Listening</b>
Thai	Fluent	Fluent	Fluent
English	Good	Good	Good

#### **Computer Skill:-**

- Microsoft Word, Microsoft Excel, Power Point, SAP, Lotus Note, Out Look, IAP system, and SPSS