



## PROFILE

My nickname is Golf, I'm easy going and I can get along with anybody. I was born on 17<sup>th</sup> of April 1980. I have no brother and sister.

My most important qualities are good attention and patience. My hobbies are surfing the internet and watching the movies. I very enjoy to learning.

I would like a job which allows for personal professional growth.

## CONTACT

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## SKILLS

Secondary Language	45%
Analytical thinking	85%
Leadership Skills	60%
Empathy & Flexibility	95%
Advance Excel	100%

# TOSSAPOL

REUYRAM

## EDUCATION

### Ramkhamhaeng University, Bangkok Thailand

2009 – 2011

Master Degree of Business Administration

Major: MBA of Marketing

### Bangkok University, Bangkok Thailand

2000 – 2004

Bachelor's Degree of Communication Arts

Major: Advertising, Minor: Journalism

## WORK EXPERIENCE



### BIG C SUPERCENTER – AVP of B2B & New format

Jul 2016 – Current

Responsible for conduct and control the support team of B2B business in Big C, Strategic and Action. Analysis Reporting and Financial control. Customer data management. Pricing management and Trade planning management. Working process and implementation. Ensure all tasks smoothly following the company's objective.



### TCC LOGISTIC & WAREHOUSE - Head of Trade Plan Manager

Oct 2014 – Jun 2016

Responsible for Trade strategy planning, process implementation and follow up the result. Participate and lead effort to cross-functional.



### BIG C SUPERCENTER - Space & Display Division Manager-Hardline

May 2014 – Sep 2014

Responsible for renovation project and range display. Survey for new concept display following the market movement



### TESCO LOTUS – Merchandise Planner Manager-Hardline Electrical

Oct 2013 – Apr 2014

Responsible for compiling company OTB, merchandise planners, work in conjunction with the members of cross-functional team consisting with Buyer, Inventory analyst, allocation analysts and store operation.



### BIG C SUPERCENTER – Category Manager Small Appliance - Hardline

Mar 2012 – Jul 2013

Formulate Merchandising Department Strategy: Assortment, Pricing, Payment and Vendor management. Sourcing & develop new product.



### BIG C SUPERCENTER – Sales Development Division Manager - Hardline

Jan 2010 – Feb 2012

Analysis & control sales and profit. Ensure Trade planning to achieve the target. Manage team working schedule and coordination.



### SIAM MAKRO – Assistant Merchandise Manager – Office Automation

Apr 2009 – Dec 2009

Manage, sourcing & negotiation, under the supervision of a buyer, sourcing merchandise to be in line with merchandise structure



### CARREFOUR – SDD & Merchandise Controller – Textile Division

Apr 2006 – Mar 2009

Control OTB, Analysis and Reporting. In& out Assortment Management.

**EDUCATION HISTORY:****2009 – 2011**

Master Degree of Business Administration at Ramkhamhaeng University,  
Bangkok Thailand  
Major: MBA of Marketing

**2000 – 2004**

Bachelor's Degree of Communication Arts at Bangkok University,  
Bangkok Thailand  
Major: Advertising, Minor: Journalism

**1992 – 1998**

High School Certificate equivalent, Mathematics-Arts at Triam udom  
suksa pattanakarn school

**COURSE TRAINING:**

**2004:** Course Training in Process & theory of direct marketing at TV  
Direct Co., Ltd.

**2005:** Course Training in Key of success for New Product Launching at  
TV Direct Co., Ltd.

**2006:** Course Training in ETP (EXECUTIVE TRAINING PROGRAM) at  
Carrefour Thailand

This program training for executive management level of Carrefour, in  
this course training by experienced person in any part of Hypermarket  
business with theory and practical part, attitude and creativity training,  
operation management training in store, management skills and  
knowledge in any department, vision and the value for successful  
human development of this organization.

**2008:** Course Training in Textile School at Carrefour Thailand

This program training about overall of textile business, theory of color,  
design & display, raw material & process of production, cross  
merchandise & visual merchandise.

**2009:** Course Training in Professional Negotiation at Carrefour Thailand

This program training for every category management level in  
Carrefour for development Professional negotiation skills and  
knowledge to ensure understanding process "How to make a Win-Win  
negotiation" in the retail business

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**PART-TIME JOB EXPERIENCES:****2003 (1 Month)****BIG C SUPERCENTER: STAFF (NON-FOOD)**

The first work dulling education start in Bangna branch, Bazaar  
department in sport and stationery, operation worker responsible for  
service customer, take care sale area & monitor stock without shortage

**2003 (4 Month)****T&V MACHINERY: DRAFTMAN (FREELANCE)**

This job was come from Spray dry machine project at  
Chiangmai, I can use Auto Cad program computer for design &  
drawing model of the machine following Cad Man Manager  
Recommendation.

## **WORKING EXPERIENCES:**

**JUL 2016 – PRESENT**

### **BIG C SUPERCENTER: AVP OF B2B & NEW FORMAT (OPERATION)**

Regarding to TCC Group was takeover Big C Supercenter since Feb 2016, which the result of TCCLW becomes a part of Big C Supercenter onward.

MM Mega Market has to integration with Big C Supermarket following company direction. This will be new retail business venture of TCC Group.

B2B was a new business in Big C that transform business model from customer based, which support 6 segmentations customer demands. Especially Distributor, HoReCa and Corporate group.

"Donjai" was a new business model that focus on local food retailer or mom-and-pop shop in Thailand.

#### **Key Responsibilities:**

- Responsible for conduct and control the support team of B2B business in Big C, Strategic and Action. Analysis Reporting and Financial control.
  - Responsible for Customer data management. Pricing management and Trade planning management.
  - Design Working process and implementation. Ensure all tasks smoothly following the company's objective
  - Design routing plan and follow up staff visit ratio.
  - Responsible for analysis and identify customer group following customer purchasing behavior, customer characteristics.
  - Analysis customer satisfaction in each customer target group, what they buy and how they buy.
  - Tracking data and do the report for follow up the result by customer group.
  - Suggestion plan for build up new customer and maintain existing customer.
  - Provide budgeting in each customer group and suggestion plan for drive its.
  - Support sales force team and store for customer information before there visit to customer.
  - Support new project "food service" that will be launch at Rama 4 store and implement to another 10 stores.
  - Manage price offering to each customer group.
  - Coordinate between store, merchandise, and sales force team.
  - Follow up end to end process for B2B customer and big lot plan.
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**OCT 2014 – JUN 2016**

**TCC LOGISTIC & WAREHOUSE: TRADE PLANE MANAGER (HEAD OF TRADE PLAN)**

This company was under Thai Charoen Corporation, or the TCC Group. And the latest addition to the TCC Group is a retail business venture. TCCLW will further develop the Group's business through retail shops. TCCLW's first project, the MM Mega Market, follows the novel concept of a modern warehouse outlet.

**Key Responsibilities:**

- Responsible for Trade strategy planning, process implementation and follow up the result following trade strategy.
  - Leading the trade planning teams to ensure all trade promotion plan will achieves following the goal.
  - Participate and lead effort to coordinate cross-functional between Buyer, Marketing, and Finance following trade strategy
  - Ensure trade strategies are communicate and effectively to all cross-functional.
  - Monitoring and tracking actual performance vs. trading plan, monitor trade budget and propose consistency plan to meet the goal, Monitoring of accuracy of promotion plan and forecasting.
  - Perform pre /post-promotion analysis to understand ROI of trade promotion
  - Construct annually/quarterly/monthly trade calendar
  - Do trade gap analysis and initiate trade plan
  - Research and establish market opportunities to deliver more innovative events and promotions to deliver great shopping trip
  - Participate in planning session between Buying and Marketing team to design incremental opportunities of sales and profitability.
  - Conduct ad hoc analysis to identify trends, drivers, and opportunities
  - Analyze the performance of each promotion to evaluate efficiency of the budget invested by media and purpose a compensation plan by each promotion media
  - Manage all price checking process and comparison with the market (Price Index comparison with the competitor)
  - Suggest display principles in promotion area through the launching in each promotion, seasonality. Manage seasonality plan according to company theme.
  - Propose items & discussed price for the promotion plan with marketing team following the strategy
  - Manage team working schedule and coordination with other tasks.
  - Lead special project, developing, monitoring direct and indirect report.
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**MAY 2014 – SEP 2014****BIG C SUPERCENTER: SPACE & DISPLAY DIVISION MANAGER – HARDLINE**

- Responsible for renovation project and range display allocation.
  - Manage group category display following the concept and store layout.
  - Re arrange group category display through the customer decision tree methodology.
  - Coordinate between Buyer, SRD team and Store.
  - Survey for new concept display following the market movement.
  - Suggestion the innovative display that could be additional benefit and income.
  - Manage supplier fixture and special fixture display at store.
  - Audit store display should be following the Plan-o-gram and concept.
  - Visit report for store development and improvement.
  - Support Store in term of layout and display issue.
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**OCT 2013 – APR 2014****TESCO LOTUS: MERCHANDISE PLANNING MANAGER (MP) – HARDLINE ELECTRICAL**

- Responsible for compiling company OTB, Managing the merchandise planners, developing pre-season plans and in season forecasts for specific business.
  - Work in conjunction with the members of cross-functional team consisting with Buyer, Inventory analyst, allocation analysts and store operation to ensure that all strategic and tactical goals are achieved.
  - Develop & monitors pre-season, in-season, semi-annual, monthly & weekly business financial plans & forecasts that adhere to strategic & financial objective.
  - Collaborates with buyers to create SKUs/Store level assortment plans that are reconciled against the bottom-up plans and maximize inventory distribution by store.
  - Monitors & reviews the OTB and provides recommendations to maximize profitability & stock /sales ratios, including proposing markdowns to meet flow and aged inventory targets.
  - Manage overall store inventory levels based on store capacity, seasonality and selling curves, as well as planning assortments at store level.
  - Identify risks to sales and profitability at all levels of business.
  - Ensure that allocation and replenishment system setting are tuned to optimize inventory productivity.
  - Work with key vendors to develop financial targets and conduct consistent business reviews.
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**MAR 2012 – JUL 2013**

**BIG C SUPERCENTER: CATEGORY MANAGER – SMALL COOKING  
(HARDLINE DIVISION)**

- Formulate Merchandising Department Strategy: Assortment mix, Price mix, Team of Payment mix, Vendor mix: Responsible to manage small cooking category (Microwave, Rice cooker, Jar pot, Blender, etc...)
- Review supplier performance. Plan purchase by vendor to cover sales
- Development new product to match with market trend
- Survey market for new category development, develop product base on the project of implementation schedule plan. Source of new suppliers / Trend.
- Planning for newness, seasonal and key deal
- Conduct stores/Competitors visit to set and improve department strategy
- Analyze sales performance and review assortment on weekly and monthly basis
- Execute inventory target and plan for the year. Ensure that not to be out of stock
- Develop seasonal/theme promotion for the year which includes item selection, price, strategy, Brochure looks and store layout and location
- Profitability Management to ensure to reach company target.
- Solve the problem that relate with small cooking category
- Try to understanding our customer for ensure that our category give customer's satisfaction.

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**JAN 2010 – FEB 2012**

**BIG C SUPERCENTER: SALES DEVELOPMENT DIVISION MANAGER  
(HARDLINE DIVISION)**

- Analyze the performance of each department in terms of sales & margin (promotion & underlying)
- Analyze market needs & identify new growth of sales through for new category development
- Analyze the performance of each promotion to evaluate efficiency of the budget invested by media and purpose a compensation plan by each promotion media
- Identify price gaps for buyers to optimize the margin improvement opportunity
- Program the roll out through stores and monitor sales profit and stocks.
- Plan for trade plan for all categories in order to achieve business objective.
- Set up a weekly and monthly trade plan aligned with the division and company strategy
- Propose items & discussed price for the promotion plan with marketing team following the strategy

- Review product price point and range for the promotion of each category
- Monitoring & controlling the stock of promotion items for available on time cover promotion period.
- Solve the problem issue for promotional such as stock shortage or price adjustment in the system including order planning for promotion items
- Manage seasonality plan according to company theme.
- Manage team working schedule and coordination with other tasks.
- Suggest the re-covering plan for un-expectation planning
- Controlling the target assortment, review performance of each range by category.

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**APR 2009 – DEC 2009**

**SIAM MAKRO: ASSIST. MERCHANDISE MANAGER (FURNITURE DEPARTMENT)**

- Manage / source & negotiate, under the supervision of a buyer, sourcing merchandise to be in line with merchandise structure
- Negotiate with supplier to have better discount & allowance and product availability at stores
- Develop promotion program with both suppliers & stores to meet sales & gross profit target
- Monitor sales and margin on each store and initiate program to improve sales, margin, and customer services
- Manage ordering and merchandise flow in order to reduce inventory at stores in the same time not lower availability in customer's perception
- Develop suppliers in order to growth with company expansion
- Dealing and negotiating with suppliers and vendors to get the best price for quality product.
- Controlling budgets and exercising control over capital and operating expenditure
- Solving problems and issues related to responsible products.
- Build and maintain strong business relationships with buyer, suppliers, and vendors
- Assist in all tasks such as coordinating with other departments related to the task
- Follow-up on document, delivery schedule and other related tasks to suppliers and ensure that every tasks are done on time
- Manage overall merchandising process to ensure quality and on-time delivery
- Manage the detail of the department's sales, stock, markdown, margin, supply chain cost and financial trends and forecasts
- Provide administrative support to the corporate purchasing buying
- Deliver savings (other incomes) target on time and in full by bringing new innovative ideas to the business and maintaining & developing a vibrant supply base

- Develops and implements the buying plan for a defined product area within the category plan.
- Constructs and implements the supplier and range plans to meet customer needs and exceed sales and profit targets
- Implements the corporate promotions calendar and policies.
- Manage the pricing plan for product range in line with corporate guidelines
- Develop sales, build supplier's relationship, and maintain customer satisfaction

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**FEB 2007 – MAR 2009**

**CARREFOUR: TEXTILE MERCHANDISE CONTROLLER MANAGER**

- Data analysis report directly to textile merchandise manager, analyze & support all database in our part of merchandise, report situation and fact, analyze and suggest the solution.
  - Plan and select the range for stores to meet the open-to-buy budget. Track future season to ensure that pre-order is in line with the sales trend.
  - Analyze categories review and develop new assortment to match with market trend
  - Report creation support merchandise team by daily, weekly and monthly
  - Propose and suggest problem situation, creation tools for analysis to solve this problem, give advice to buyers and all stores and solve the problem
  - Responsible for special project as assign from textile manager or top management.
  - Assortment control in & out of the items. Control number of assortment by type of typology
  - Control order replenishment (manual push order request from buyer)
  - Monitor and maintain sale and margin, control stock shortage in top 100 sale by weekly for do not miss change to sale in bestseller items, focus margin comparison by supplier and propose action following the target
  - Manage inventory by department, Inventory control, monitor stock day by family propose action for top 100 stock by weekly
  - Reduce slow moving items by review vendors vs. categories analysis, clear stock aging for stop items, group price for clearance and propose action plan.
  - Following returnable stock pending and coordinate with store to return to supplier
  - Prepare budget for merchandise by monthly, provide open to buy report and monitor purchase
  - Follow up collection chart in order to ensure that buyer follow the theme
  - Center for coordination activities with another department. In addition, support some training to use the systems in part of new-comer.
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**APR 2006 – JAN 2007**

**CARREFOUR: SDD SALES DEVELOPMENT DEPARTMENT HEAD MANAGER  
(HOUSEHOLE LINEN DEPARTMENT)**

- Analyze Market information & Customer survey record then develop category & assortment to meet
- Work with Buying Team to plan, trade, and close the selling seasons on an ongoing basis
- Manage the detail of the department's sales, stock, markdown, margin, supply chain cost and financial trends and forecasts
- Ensure supply chain efficiency through end-to-end product management within stock holding and profit targets
- Prepare sales forecast for the retail segment. Identify business trends and translate them into sales opportunities in the store.
- Create monthly product tracking reports according to buyer, together with all other necessary reports.
- Provide analysis with action plan for improvement.
- Ensure that all stores are properly merchandised. All merchandising and displays are in good conditions and in accordance with company standard.
- Manage inventory to ensure execution of action plans on fast- and slow-moving items
- Resolve sample and product defects and issues with buyers.

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**NOV 2004 –DEC 2005**

**TV DIRECT: PROCUREMENT OFFICER (FITNESS & AUTOMOTIVE CATEGORY)**

- Responsible for Fitness & Automotive Category management
- Following the procurement team to achieve purchasing objectives
- Sourcing and select product with inter merchandise team.
- Control process before launching the product until after launching the product.
- Coordinate with production and marketing
- Selection channel distribution, control & approve media scrip
- Control lead time of delivery product from supplier to warehouse
- Check cost & spare part, set up selling price & promotion price
- Monitor of sale result and make action plan for the next step for our product.
- Brief and motivate selling point of product & make product information to tale sale.

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**REFERENCES:**

**Available upon request**

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