

# Brenda Wong Resume



19<sup>th</sup> March 2013

Dear Sir/Madam:

I am currently in a FMCG snack foods manufacturing as an Assistant Business Development Manager / Demand Planner. I started my career in this company from 2011 as an Assistance Export Sales Manager. I have experience on domestic sales as well as export a sale which is a bonus to me to understand the total company business plan as well as the sales direction for the products that company selling. Please find my latest enclose resume for details on my accumulated experience from the pass service.

Look forward to hear from you soon!

Your sincerely:  
Brenda Wong

## Brenda Wong

No.23, Jalan Setia Tropika 3/13, Taman Setia Tropika, 81200 Kempas Johor, Malaysia

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I am looking for a long-term employment relationship, well reputation and potential organization to start another mile stone on my career.

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### Core Strengths

Enthusiastic  
Fine Team Player  
Energetic

Multitasking  
Determination  
Reliable & Responsible

Excellent communication skill  
Capabilities & well organized skill  
Expeditiousness

### Professional Experience

#### **URC Snack Foods (M) Sdn Bhd**

#### **Assistant Business Development Manager**

July 12 till present

**Salaries – RM5, 450 + RM1, 000 (Car Maintenance & Petrol Allowance)**

URC is a MNC snack foods manufacturing of well-known brand - **Jack n Jill** potato chips, **Cloud 9** chocolate, **Roller Coaster** potato rings, **Jigs** potato crisps and etc. URC Malaysia is a sisters company under Universal Robina Corporation which is public listed in Philippine. URC group has carved its niche into the ASEAN region with a strong foothold affiliate in Thailand, China, Vietnam, Hong Kong, Indonesia and Singapore continue in expanding its products and branding.

#### **Responsibility:**

- ❖ Supervise a special project surveying East Coast Malay market for local income, food behavior, taste, top SKU products on snack and chocolate. States cover from Kedah, Kelantan, Terengganu and Pahang.
- ❖ Analyze data collection from executive, develop new product carter for East Coast Malay market region and prepare propose pricing structure, trade offer, trade discount with good GP.
- ❖ Carry out project to list in Jack n Jill products into Golden Screen Cinema, AirAsia, Dominos, MBO cinema.
- ❖ Leading the sourcing of trading product and coordination trading product shipment from affiliate (Shanghai, Philippine, Vietnam).
- ❖ Prepare launch plan memo which consist of pricing structure, costing / GP, sales forecast, sales budget, target launch date and region to launch.
- ❖ Handle distributors in Brunei and Kota Kinabalu which buying only URC Philippine products and sell to Pilipino market in Brunei and Kota Kinabalu.
- ❖ Handle direct shipment from URC Philippine, URC Shanghai to East Malaysia for biscuit product which is developing only for East Malaysia Market.
- ❖ Market audit on Johor Bahru area, trade visit from area to area to check the distribution coverage by assigned distributor.
- ❖ Establish demand bases on validated forecast and company sales budget into weekly basis. Coordinate with PPIC and Operation Manager to ensure sufficient supply for all SKUS to minimize out of stock issue.
- ❖ Calculate and analyze the gaps between forecasts and actual sales to avoid overstock.

Monitor closely sales trend and immediately action if some stocks happen overshooting.

**Achievement:**

- ❖ Handling trading product ordering for total nation company. Ordering quantity products in volume average **100,000cs** monthly contributing average **38% RM5mil** of total company sales. These products include candies, biscuit, C2 from Thailand and Vietnam. Computing the correct figure with sufficient supply to hit the sales budget or promo carry out smoothly.
- ❖ In charge of the direct shipment Magic Flakes ordering, computing costing, monitoring shipment schedule from affiliate company (Shanghai, Philippine, Vietnam) to East Malaysia. Total sales hit – **RM5.6mil. From Philippine – RM1.2mil, Shanghai – RM4.2mil and Vietnam RM98 thousand.**
- ❖ Monitor order fill rate report weekly /monthly, successful identify order undelivered issue, short supply issue, and OOS issue.
- ❖ Monitor production / shipment schedule to meet the target receiving date in order to fulfill sufficient supply chain. Lower stock level for sudden sales increase on particular SKUs would require pushing in advance of production/shipment from Thailand
- ❖ Successful launch few products into national and East Malaysia manage to hit on the sales budget.
- ❖ Propose sales plan for non-moving SKUS to sell in particular area in order to deplete assisting wrapper and balance stock in inventory. Successfully bring in extra sales.

**Assistant Export Sales Manager (International Sales & Marketing)**  
**Salaries – RM5, 200**

**April 11 – July 12**

**Responsibility:**

- ❖ Promoting Jack n Jill branding to international marketing through exhibitions, developing marketing material, joining Matrade member, participant IBM meeting.
- ❖ Maintaining good gross profit for export sales at its target gross profit 24% by decreasing product seasoning, reducing wrapper layer, gram mage or packing size.
- ❖ Handle all export sales from Japan, Taiwan, Mauritius, Fiji, Bahrain, Korea, New Zealand, Gambia, Mongolia and etc.
- ❖ Monitoring customer order from production scheduling, payment collection, vessel booking etc. For special request on labeling with sticker, expiry date format and I will inspect whole process personally during production.
- ❖ Computing and preparing monthly export costing and pricing, monitoring gross profit on each product and every customer.
- ❖ Preparing proposal for promotional project for new customer. (Computing costing, budget, FOC goods and overall gross profit)
- ❖ Maintaining good relationship with existing customer and providing good customer service.
- ❖ In charge on OEM project from Japan customer. Handle whole process of wrapper developing from Product Specification, Art Work design, Cylinder approval, Color approval to final printing.
- ❖ Forecasting customer buying volume from historical, present record send to production for raw material forecast, production schedule planning.
- ❖ Preparing budget for next fiscal year expense for the Export Department from travelling, exhibition, promotion, marketing and sampling.

**Achievement:**

- ❖ Successfully organized and arrange the first ever exhibition for Export Department held in

Mid Valley Exhibition Hall organize by Asif International organizer on last year July.

- ❖ Participant for the first ever Export Showcase **MEEC** (Malaysia Export Exhibition Centre) at Matrade.
- ❖ Participant **IBM** (International Buyer Meeting) organized by **MIHAS** in Matrade.
- ❖ Preparing sample and catalogue display at the exhibition booth prepared by MEEC which will last for 17<sup>th</sup> months displaying at the Exhibition Centre.
- ❖ Develop the first ever Export Product catalogue for Export department which is not exist in the pass twenty years.
- ❖ Committee of **URC Cares** as **Public Relations**, this is a social care which contribution to social by giving monthly donation, organized activities and paying visiting to orphanage and soon to old folks home.
- ❖ As a committee of Annual Dinner in charge of the entertainment activities for the annual dinner and successfully brings lots of fun and happiness to the people.
- ❖ Successfully develop and manage an OEM project cost about US\$40,000 with minimal supervised. Liaise with purchasing, production, R&D, printing, customer to ensure things are well manage.

### ***Pearl Business Solutions S/B***

**Nov 06 – Jan 11**

#### **Corporate Manager**

**Salaries – RM6, 000**

A Malaysia register company (*outsource of Gilda Fabrics Pty Ltd*) nature of business as fabrics trading wholesaler in Australia. We strive to provide customer services, sales support, sales order coordinates, sales development, and customer data maintenance; generate variety sales report, international shipping service, inventory control etc.

#### **Responsibility:**

- ◆ Monitoring and supervising daily routine performed by two staffs such as sales order processing (faxed/emails from Australia), customer service (phone calls from Australia) etc.
- ◆ Optimized sales order processing from customer by fax/email or send by sales representative entering into system on time with no delay on daily cut off time.
- ◆ Ensure sales orders send to warehouse (Australia Warehouse) on time by Sales Coordinator which is twice a day in order to allow warehouse people to process the order and deliver on that day schedule.
- ◆ Assigning task adequacy to staff in order everyone work in a comfortable way to perform maximal output and enhance productivity.
- ◆ Set up new customer account, customer data maintenance and notify sales person of new customer information.
- ◆ In charge import shipment from China, Turkey, Italy, Vietnam work closely with each supplier on delivering of goods make sure it deliver at the maturity day.
- ◆ Keep track all orders we purchase through supplier. From ordering, production due date, shipment arrangement, shipment arriving, stock booked in into system etc.
- ◆ Controlling inventory which work closely with warehouse manager in checking the physical stock availability is match with the system record.
- ◆ Generate monthly inventory report, sales report, customer feedback report etc.

#### **Achievement:**

- ◆ Independent and result oriented, managing office with minimal supervised by Director which is long-term base in Australia.

- ◆ Good problem solving skill and fast problem solving skill on dealing with any kind problem without supervised.
- ◆ Four years' experience on servicing Australia, New Zealand, and South Africa customer.
- ◆ Working experiences at a foreigner company.
- ◆ Focusing on customer demand and buying habit.
- ◆ Demand planning and forecasting, coordinating the demand forecast of all customers and sharing the forecast with all suppliers
- ◆ Sourcing planning, including current inventory and forecast demand, in collaboration with all suppliers.
- ◆ Inbound operations, including transportation from suppliers and receiving inventory
- ◆ Strategic partnerships with suppliers, distributors, and customers, creating communication channels for critical information and operational improvements such as cross docking, direct shipping, and third-party logistic.
- ◆ Leading an office staffs with high performance of zero mistakes on daily routines.
- ◆ Construct a stress free, politic free, flexible, high performance, good productivity working environment.

**Reason to leave:**

*Company in liquidation*

***Metro Wealth Polymer S/B***

**Business Coordinator**

**Nov 05 – Nov 06**

Metro Wealth Polymer is a manufacturing company that producing second grade plastic resins. Sourcing from Indonesia, China, Taiwan and turn those second grade plastic material into quality resins for reuse in many plastic product. My role at this company was assist on Marketing Manager dealing with those potential oversea customers for example Toyota from Japan, Samsung from Korea.

- ◆ Anticipating overseas customer inquiries and their need with prompt action and deliver customer inquiries to related department accordingly.
- ◆ To perform presentation for every visitors from overseas or local who visit to factory wish to understand more on the company operation, management and products.
- ◆ As a frontal for manipulating new customers (mostly overseas) inquiries and pass to marketing team for further development.
- ◆ Assist Marketing Manager to observe new customers and further developed business. Follow up with potential customer.
- ◆ Outstation if necessary together with marketing team to perform presentation at customer factory.
- ◆ Coordinate daily order processing, ensure all orders have been received and acknowledge with no delay.
- ◆ Dealing closely with Planner, Operation Manager on monitoring daily orders from customer.
- ◆ Report to Management weekly, monthly sales report, analysis increasing and decreasing of sales with working closely together Marketing team.

**Reason to Leave:**

*Seeking better opportunity*

***Soul Project***  
**Marketing Executive**

**Jan – May 2005**

A multimedia design company which mainly on focusing enhancement customer product on advertisement, branding, marketing and upgrading company image by the powerful of creative idea. At this company I am assistance of the Marketing Director assist on:

- ◆ Reorganize company business strategy with reference to the company target customers and achievement.
- ◆ Developed new business and follow up new clients by phone calls, mailing and electronic mails.
- ◆ Look for new opportunity and planning for the company business objective and plan on targeting achievement.
- ◆ Follow up customer project with designer team and update to the customer.
- ◆ Liaise among customer and designer team to meet quality performance on production of artwork.

**Reason to leave:**

***Further study***

***Advancenet Technology S/B***  
**Marketing & Sales Assistance**

**Feb – Oct 2004**

A distributor company of networking D-link products in Johor region such as network switch, UTP cables, modem, router etc. My responsibility mainly on doing marketing support.

- ◆ Provide direct marketing & sales support & customer service enquirers related to products.
- ◆ Generate new business through outbound calls and follow up on sales lead.
- ◆ Distribute new promotion with design own promotion materials using power point and follow up with non-existing & potential customer.
- ◆ Maintaining customer list and updating database after sales service on new customer.
- ◆ Organized seminar in Johor, KL and Penang planning seminar procedures and target customer attendance while new product or new technologies launched.

**Reason to leave:**

***Examination***

**Education**

**Sheffield Hallam University, United Kingdom**

**Graduation:2005**

Bachelor's Degree of Computer Science/Information Technology

**Tunku Abdul Rahman College (Tarc)**

**Graduation:2003**

Advanced/Higher/Graduate Diploma of Computer Science/Information Technology

**S.M. Convent (Infant Jesus) J.B**

**Graduation 2000**

SPM second Class

**S.R.J.K.C (Pahang)**

**Graduation 1993**

UPSR

## Professional Training & Skill

ISO 14001:2004 (2006)

Effective Presentation Skill (2006)

Microsoft office (Pivot Table, Vlookup, Power Point etc)

SAP

## Personnel Particulars & Preferences

Date of Birth : 12 Feb 1981

Nationality : Malaysian

Gender : Female

Possess Own Transport : Yes

Expected Monthly Salary : RM8, 000

Current Salary Basic : RM5, 450

Allowance : RM1, 000 (Car Maintenance + Petrol)

Entitle of Contractual 13 months

Availability : Three month notice

House Phone: 07 -2340244

Alternative email: [miyaki\\_wong@hotmail.com](mailto:miyaki_wong@hotmail.com)

Alternative mobile phone: 016-7768120

## References

Name : Gavin Gilbert

Relationship : Former Immediate Boss

Position : Director

Company : Gilda Fabrics Pty Ltd

Email : [gavin.gilbert.global@gmail.com](mailto:gavin.gilbert.global@gmail.com)

Name : Francis Ng

Relationship : Immediate Boss

Position : Sales Director

Company : URC Snack Foods (M) S/B

Email : [francis@urc.com.my](mailto:francis@urc.com.my)

~~~~~Thankyou~~~~~