

# RESUME

## Personal Details

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**Name** : Lum Wen Chun

**Others Name** : Wendy

**Nric No** : 730117- 14 – 5778 ( New ) A2232568 ( Old )

**Residential Address** : 11- 4 Jalan Aman Siara 1/6, Taman Aman Siara  
48000 Rawang Selangor Darul Ehsan.

**Mobile No** : 012- 3238608

**Email** : wendy.lumwc117@outlook.com

**Sex** : Female

**Age** : 41

**Marital Status** : Married

**Date Of Birth** : 17<sup>th</sup> Jan 1973

**Race** : Chinese

**Religion** : Buddhist

## Family details

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		<u>Age</u>	<u>Occupation</u>
<b>Father</b>	: Lum Tuck	75	Business Man (Retirement)
<b>Mother</b>	: Wong Ket Yee	66	House Wife
<b>Sister</b>	: Lum Lee Chun	43	Chief Operating Officer
	: Lum Yen Chun	40	Teacher
	: Lum May Chun	35	Development Manager F&B(Singapore)
<b>Brother</b>	: Lum Wen Sun	37	Doctor ( USA )

Spouse : Lai Chin Sung 43 Engineer  
Children : Lai Yan Kei 12 Student  
: Lai Jun Jie 7 Student

#### **Educations / Course**

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<u>School / Institution</u>	<u>Year</u>	<u>Qualification</u>
S.M.J.K Confucian	1986 - 1991	SPM
S.R.J.K. Confucian	1980 – 1985	Std 1 - Std 6

Training Course : ORLY (Manicure) 2001

Course : Sales Learning 2002

#### **Interest**

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Cooking, Travelling, Shopping

#### **Computer Knowledge**

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Microsoft Work, Excel & Power Point

#### **Language**

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Spoken : English, Mandarin, Cantonese, Bahasa Malaysia

Written : English, Mandarin, Bahasa Malaysia

#### **Work Experience**

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<u>Company</u>	<u>Year</u>	<u>Position</u>
ColorPlay Sdn Bhd	1995	Beauty Advisor
	1996	Merchandiser
Alliance Dermo Cosmetics Sdn Bhd	1997- 1999	Sales Representative
(formerly know as Color Play Sdn Bhd)	2000	Makeup Artist & Trainer

<b>Alliance Dermo Cosmetics Sdn Bhd</b>	<b>2001 -2002</b>	<b>Promotion Sales Executive</b>
<b>Alliance Cosmetics Sdn Bhd</b>	<b>2003</b>	<b>Asst Sales Manager</b>
<b>ACG Cosmetics Group Sdn Bhd</b>	<b>2004 - 2009</b>	<b>Sales Manager</b>
<b>Alliance Retail Sdn Bhd</b>	<b>2009 Sept – 2011</b>	<b>Operations Manager</b>
<b>StageAsia Cosmetics Sdn Bhd</b>	<b>2012 - 2013</b>	<b>Operations Manager</b>
<b>Current Jobs</b>	<b>2013 Sept - 2014</b>	<b>Self Employer</b>

**AGG Cosmetics international Group it's Trading Company in both Malaysia, Singapore & Brunei for well know Cosmetics products as ( Revlon, SilkyGirl, Lord N Berry, Klorian, Pyscyction Formula, Wet 'N' Wild, Yardley , 4711, Nicky Cleck , Lycia, SilkyMen, Avene, Elancyl , Rene Furterer , Stage, Arty Perfection , Yadah etc )**

**Job Responsibilities throughout these 19 years as are following:**

- **Reports directly to the Managing Director.**
- **To manage a team of Sales Representative , Sales Coordinator and Beauty Advisor within a predefined territory to drive accomplishment of sales and distribution objectives specified by the company.**
- **To plan and implement sales activities to meet assigned sales target.**
- **To lead sales team to achieve company sets sales target .**
- **Tracking of potential client and continuing relationship with existing key customer , distributors and responding to customer enquiry and provide support as to increase sales revenue.**
- **To increase customer base by prospecting and creating new business opportunities.**
- **To identify and establish business opportunities in the target market and covert prospects into sales.**
- **Involve developing the skill level of the employees through concentration on in -market work and ensure effective control of customer credit position.**
- **To conduct competitive analysis and positioning against competitor.**
- **Provide feedback for the effective management and control of stock. inventory in order to maximize profit returns and meet customer needs efficiently.**
- **Ensure the continued effective monitoring of market trends and movements to ensure the division meets the overall needs and objective of the organization.**

- Meeting targeted sales, call on decision influences and incentive report.
  - Tracking of Beauty Advisors monthly commission and incentive report.
  - Responsible in recruiting new Beauty Advisor.
  - To supervise and coordinate Nationwide promotion support service operation.
  - Review Sales Representative, Sales Coordinator and Beauty Advisor's performance and to continuously improve the company image.
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#### **Retail Responsibilities : Operations Manager**

- Reports directly to the Managing Director.
- Ensure all retail business operations are managed & controlled efficiently & effectively. Deliver sales & profits budget of the various retail formats through effective planning & scheduling of staff & resources, distribution & stock holding of goods & delivery of consistent & excellent services to customers.
- Establish , review & update operational processes for retail stores to ensure smooth running of day to day activities in the store
- Establish annual & monthly sales targets for each store. Monitor sales regularly with store managers/in charge to ensure monthly sales & profit targets are achieved.
- Ensure promotion programs are carried out effectively at the stores.
- Floor staff recruitment, human resource management and appraisal, coaching & training.
- Guide & assist retail manager/ incharge in the recruitment , appraisal & training of store staff.
- Identify training needs of the floor staff & conduct training programs or sessions . Work with Education department to implement training modules & programs.
- Ensure effective management and control of operational cost at store & HQ levels.
- Outpost promotion or events – deployment, recruitment of staff to ensure adequate staff coverage, setting up & removal of promotion fixtures and ensure sales targets are met.
- Ensure renovation works for store are completed timely & according to specifications.

- Merchandising for the new or renovated store is completed on time for store launch or re-launch timing.
  - Organise scheduler stock check for the stores.
  - Cyclical stock count should be conducted on regular basis
  - Monitor pilferage in the stores & take proactive action plan to minimize problem.
  - Ensure all relevant licences for business operations are applied & renewed accordingly.
  - Work closely with store managers/in charge to keep a good working relationship with retail mall management team.
  - Provide guidance & coaching to operations executive & admin executive & monitor job performance.
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### **Skills**

1. Business minded, sales orientated & results focused
2. Able to work independently with accountability.
3. Self motivated & self driven.
4. Good leadership skills , able to train, coach & motivate staff
5. Good interpersonal & communication skills
6. Good team player