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**CURRICULUM VITAE**

**FLORA HO SAY GUAT**

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**PERSONAL QUALITIES**

* A good listener and has an open and honest personality.
* Good communicator & negotiator
* Have empathy for her staff, yet assertive in handling operational issues from direct reports.
* A highly self-motivated leader who loves meeting challenges in the FMCG environment.
* Adapts well in new situations.
* Coordinate well with colleagues across departments and have the ability to motivate staff in achieving desired results.

**MANAGEMENT STYLE & APPROACH TO WORK**

* Creative in sales & promotional approaches and handles negotiation professionally.
* Solid understanding of buyer’s needs and trading terms within the key channels.
* Major strengths lies in the ability to work through people base on having strong interpersonal communication skills, good understanding of Profit & Loss key trigger areas based on work experience as finance clerical clerk at Magnum Finance.
* Well respected in the FMCG industry as a person that can work ahead of competition in term of listing and penetration of new SKUs/products/channels.
* A detail, meticulous and hand-on manager.

**EXECUTIVE SUMMARY**

Having my first job as a finance clerical clerk at Magnum Finance Company and going through every facets of work in the FMCG arena starting from a merchandiser to being an outstanding Branch Manager for the last twenty eight years had provided me with solid foundation in handling different customers and turning problems into opportunities.

**PERSONAL DATA**

Name : Ho Say Guat, Flora

Age : 51 years old

Date of Birth : 20th October 1963

Identity Number : 610120-07-5028 (7167686 )

Citizenship : Malaysian

Health : Excellent

Marital Status : Single Mother

Dependent : One ( Aged of 22 years old )

Address : 17, Jalan Meranti SD 13/8

Bandar Sri Damansara

52200 Kuala Lumpur

Telephone Contact : +6012 – 3097893

E-Mail : floraho63@outlook.com

Race : Chinese

Dialect : Hainan

Spoken Language : English, Bahasa Malaysia, Hokkien, Cantonese and Mandrin

Written Language : English, Bahasa Malaysia & Chinese

Hobbies/Interest : Interaction with General Public, Travelling and Shopping

Computer Literacy : Words, Power Point, Excel, Power Play Crystal reporting & Microsoft

Outlook & Goggle Mail

Current Designation : Field Operation Manager

**PERSONAL DATA**

Educational Background : 1983 to 1970

Convent Dato Keramat, Penang

Chung Ling High School, Penang

“A” Level at College Damansara Utama , PJ

Training Course Attended : FNiTAL – Innovation Through Action Learning

Dr. Michael J. Marquardt – World Institute for Action Learning

Excel 2007 – Advance

Penta Wise

Professional People Management Skills

Muhammad Asadas Abdullah BA(Hons), LMIHRM

Competency-Based Human Capital Development

Training Vision Pte Ltd

Value Base Management

F&N Dairies (M) Sdn Bhd

Self Leadership International

Grant Hallron, CEO Orbis Global

Development Supervisory Skills

QF Training Solutions

Key Account Negotiation For Profits

South East Sales Services

Creating Account Plans & Business reviews

South East Sales Services

The One Store Strategy

South East Sales Services

Interpretation, Documentation & Implementation of ISO 9000

Quality System – Novo Quality Services

Key Accounts / Trade Marketing

Bruce Pincott – KAM Centre, Australia

Effective Selling Skill

EAC Marketing Services

Business Unusual Workshop

Presented by Prichett & Associates Inc.

Working For Excellence

A Division Of Quest Consulting

Team Building Workshop

Personal Development Leadership Management

Corporation (M) Sdn Bhd

ISO 9000:2000 Series Internal Auditor Training Course

PSB Corporation

**WORK EXPERIENCES**

**1st Oct 2012 to present ( June 2014 ) : F&N Dairies (M) Sdn Bhd**

**Field Operation Manager - KLPJ**

* Company Standard Operation Process in Sales Department
* Trade Marketing – coordination between Marketing and sales for all National Consumer Promotion. ( Fund / POSM / Sampling / Roadshow )
* Verified claims for sales department.
* Managed Fund Spending in Sales Department.
* Sales team incentive and commission.
* As Implementer for DMS Plus project.
* Support others related in sales.

**1st Oct 2010 to September2012 : F&N Dairies (M) Sdn Bhd**

**Branch Manager – Seremban**

* Accountable & responsible for total Seremban branch performance across all channel and all products in sales / debtors / market return / distribution / merchandising.
* Ensure branch administrative and sales support up to date and operate in a smooth manner.

* Total seventeen direct reports, two managers, one executive, 7 supervisors, five merchandisers and two clerical clerks.

**1st Oct 2009 – 30th September 2010 : F&N Dairies (M) Sdn Bhd**

**National Distributor Manager, Zone 1 – IC Division**

* Accountable & responsible for Central & Northern Ice Cream sales.
* Applied the same role and function as Distributor Management Manager.
* Provide hand-on training and guidance to eight direct reports, one manager, one executive, six supervisors.

**1st Oct 2008 – 30th September 2009 : F&N Dairies (M) Sdn Bhd**

**Distributor Management Manager – Ice Cream Division**

* Ensure compliance of agreed policies and sales operation system. Where this cannot be achieved, advise the relevant personnel for follow-up action.
* Together with AGM- Sales & Marketing, set the following productivity goals and liaise with all location heads and local sales personnel involved in the ice cream business.
* Volume and Revenue achievement versus last year / budget.
* Strike rates / Scanning Achievement (a) FND’s Supervisors (b) Distributor Sales staff.
* Distribution achievement
* Freezer placement
* Hygiene / Merchandising standards
* Cold Chain management
* Smooth operation of the DMS (Distributor Management System)
* Adherence on Collaterals/ Credit limits
* Review and analyze the effectiveness of incentive schemes in relevant to meeting company’s objectives. Recommend corrective measures to improvise incentive scheme as & when needed.
* Formulate a one page template on key result areas for monthly reporting to AGM Ice Cream, Sales Advisor-Ice Cream, AGM –Zone 1, AGM Zone 2 and GM – Dairies.
* Conduct regular location visit aim at evaluating and providing feedback to HODs.
* Distribution ranging
* Freezer hygiene
* Adherence to merchandising standards
* Out Of Stock incidences
* Cold chain management
* Identify employee’s strength & weaknesses through working with them in the field, conducting quality calls, observing market condition, competitor activities and reviewing sales and other company’s reports.
* Where brand distribution is non-existent or at unacceptable levels, jointly together with AGM sales or NSM/Sales Advisor , implement schemes to gain shelf space and display.
* Analyze and conduct business review with distributors based on a quarter basis
* Involve in the process of rationalization and appointment of Distributor.
* Jointly with NSM/AGM, be held accountable for the sales performance of distributors

**1st Oct 2007 – 30th September 2008 : F&N Dairies (M) Sdn Bhd**

**Area Sales Manager – Ice Cream Division**

* Given a leading role to clean up the freezer equipment and also to alliance of 8 distributors at KL/PJ sales territories.
* Accountable for sales achievement / distribution ranging / Freezer hygiene / forecasting / standard of merchandising / execution on national activities and in-store activities.
* Propose tailor made activities for specific chain to drive sales.
* To achieve target set for placement of freezer.
* To ensure distributor adhere to Cold Chain Management Agreement.
* To ensure sales staff and distributor VSR use hand held to do scanning / auditing of freezer.

* Assist product planner on monthly forecasting due to KL/PJ is the biggest contribution in sales.
* Responsible and liaise with FMD for yearly purchase of freezer equipment.
* Feedback competitor activities / pricing to NSM.
* Work closely with Marketing to drive Brand exposure to end consumer.
* Ensure document – Loan Agreement on Equipment is properly fill up and sign off for updating in DMS system.

**6th January 2005 – 30th September 2007 : F&N Dairies (M) Sdn Bhd**

**Channel Development Manager – Past Division**

* Given a leading role to clean up the Food Service/Horeca channel in sales / Debtors / Equipments.
* In 2 years, managed to withdraw TRO (12.5%) to (4.16%) for chain group such as Secret Recipe / Dome Café / Coffee Bean / San Francisco / Nandos and turn into a profitable channel.
* Debtors reduce from more than 120 days to 60 days.
* To assist FMD to clean up all dispute of chiller / Juice Dispenser in Horeca channel.
* Provide hand-on training and guidance to fifteen direct reports namely two key account manager, five sales supervisory and eight van sales.
* Involve in clearance sales for Pasteurized aging products and to build brand awareness and increase additional sales through activities such as Buka Puasa, factory sales, Moon cake festival in King’s confectionery.

**Year 2003 to Year 2004 : DKSH Marketing Services Sdn Bhd**

**Key Account Manager**

* Given leading role to champion key tasks of ensuring availability, visibility, accountability and freshness within the following international chains

1. Guardian Pharmacy
2. Watson Personal Care Stores
3. George Town Pharmacy
4. Vita Care Pharmacy
5. Prima Health Pharmacy
6. Apex Pharmacy
7. Toy R Us

* Instrumental in breaking barriers such as having toys and Wrigleys chewing gum marketed at pharmacies.
* Provide coaching and strategic directions to six direct reports ( Two sales representatives and four merchandisers ) to ensure that budgets in terms of sales, distribution, merchandising and collection are minimum achieved.
* Responsible for delivering creative and innovative promotions together with individual outlets with the aim to create excitement and generate trial purchasers for mutual benefits.
* Report directly to the National Sales Manager

**Year 1998 – Year 2002 : EAC Marketing Services Sdn Bhd**

**Key Account Manager**

* Took charge in delivering high level of customer services to the following accounts

1. Independent & Chain Pharmacies
2. Independent Supermarkets such as Ocean, The Store, Hiong Kong group

* Provide hand-on training and guidance to ten direct reports namely one executive, four sales representatives and five merchandisers.
* Accountable for timely listing of new SKUs and effective execution of promotional activities.
* Capable of working ahead of competition in terms iof securing new accounts and strategic planogramming area for prominence of display.
* Report directly to General Sales Manager.

**Key Roles and Accountabilities**

* Responsible for steering the sales team in formulating creative & innovative sales / promotion strategies to build/strengthen market share and sales volume of brands under the roof of the company within the designated channel.
* Overall responsible for :

1. Effective implementation of agreed sales & promotional plan
2. Sales forecasting, business reviews and new products listing.
3. Achievement of agreed annual budgeted sales turnover, DSO and to ensure market returns limits are within guide lines.
4. Providing business direction, guidance and supervision of subordinates who either directly or indirectly reporting to the incumbent aiming at building successors.

* Responsible for enhancing the sales & distribution system to ensure cost efficient and market effective coverage.
* Responsible for ensuring that ground activities programs are effectively implemented on time and funding are being managed within agreed levels.
* Include close coordination with other departments to ensure smooth operation and high level of customer service satisfaction.
* Accountable for ensuring that all trading terms are well negotiation based on mutual benefits and speedy listing of new SKUs.

**Year 10097 – Year 1998 : EAC Marketing Services Sdn Bhd**

**Sales Executive**

* Instrumental in providing hand-on sales support to the Sales Manager of Food Department ensuring that all agreed budgets were met.
* Tasked to guide twenty sales personnel in achieving optimum service coverage within the central region.
* Accountable for achieving agreed distribution, merchandising, sale objectives for each of the products/brands under EAC’s distribution arm.

**Year 1994 – Year 1997 : EAC Marketing Services Sdn Bhd**

**Area Sales Supervisor / Senior Supervisor**

* Given leading role in structuring up ice cream coverage plan within the general trade to ensure that 20% of the “cream outlets” that provides 80% of the sales were being serviced regularly to avoid out of stock situation.
* Accountable for providing guidance in managing van sales operation to ensure proper call service coverage, achievement of optimum strike rates and proper settlement of account on a daily basis.
* To assist management in ensuring that all agreed distribution targets of different brand owners are met within stipulated time frame.

**Year 1990 – Year 1994 : EAC Marketing Services Sdn Bhd**

**Senior / Area Sales Representative**

* Responsible for achieving distribution, sales and listing objectives within selected global hypermarkets, supermarkets (1992-1994), independent supermarkets, mini markets, pharmacies and Chinese medical hall (1990-1992).
* Accountable for ensuring that all agreed merchandising objectives are met.
* Involved in negotiation of annual trading terms which includes promotional support funding.
* Involved with planning tactical joint promotion with outlets to excite and create shelf off-take.

**Year 1989 to Year 1990 : EAC Marketing Services Sdn Bhd**

**Merchandiser**

* Accountable for ensuring ranging and facing compliance of different products and brands.
* Instrumental in setting up of power merchandising display structure to create interest and to induce trial purchases.
* Took shelf-initiative to recommend stocking up of fast moving SKUs to avoid out of stock situation.
* Conduct regular feedback on competition activities to superior in order to minimize loss of opportunities.

**Year 1984 – Year 1989 : Magnum Finance, Kuala Lumpur**

**Finance Clerical Clerk**

* Capable of providing good customer service to new and existing customer.
* Have a sound of understanding of basic accounting transaction in relations to housing loan, saving and fixed deposits.

**Key Achievements**

* Termination of Distribution Cold Chain Management – follow through completion for freezer equipment and outstanding debts in trading account.
* Improved and reduce DSO above 100 days to 60 days for Ice Cream dealers.
* Controlled market return below 2% of net sales volume – Pasteurized Products
* Managed to reduce/trace back the channel on loan equipment position & minimize company loses in the result of misleading.
* Cultivated team spirit and team work among staff and improve quality of work.
* In Horeca Channel – managed to increase growth of 38% for Commercial products, 6% for Pasteurized Milk and 41% for Juice segment.
* Created a Quantum leap in sales for Tena adult diapers growing +130% versus last year within the pharmacies’ chain.
* Instrumental in planning and effectively implemented exclusive promotion of Schick Protector 3D diamond razors jointly with Jurassic Park III movie that grew the sales by 110%.
* Quantum leap “EQUAL” sweetener sales by 82% through the ability to conduct joint Promotional activities with Starbuck, TGIF, Deli-france & Coffee Bean & Tea Leaf international chains.
* Capable of convincing international pharmacies to carry Wrigleys chewing gum through presenting huge profit opportunities proposition to buyers. In doing so, Wrigley enjoyed a healthy increase of 84% in sales.
* The ability to react fast in depleting slow moving SKUs helps to drastically reduce high market returns.
* Capable of packaging listing proposition has resulted in the company saving unnecessary huge amount of listing fees.
* Ability to build strong rapport with key buyers as resulted on fast listing of new SKUs.
* With the vast experience in understanding the issues at different levels, it enhances the morale and motivation of staff reporting to me as I am capable of resolving their issues at a much faster pace.
* Focus on developing structured routing and incentivizing sales personnel based on new penetration / strike rates coupled with 25% hands-on follow-up assessment resulted to unprecedented growth of one hundred & thirty percent versus a year ago in the international pharmacies chains.
* Stringent follow-up assessment of debtors’ outstanding led to an impressive reduction of one hundred & eighty two days to seventy five days.
* Responsible for developing sales personnel in the area of selling skills, negotiation tactics, interpersonal communication skill led to a significant increase in sales and profit growth. This had also resulted in thirty percent less turnover of staff.
* Instrumental in leading a team of three sales personnel in conducting sampling programs to encourage brand switching. This led to a high success switch rate of forty five percent during promotional period in Guardian.