



CHRYSELLE HANG

SUMMARY

Experienced Retail Buyer with 2+ years of product selection and procurement expertise. Highly efficient in analyzing market trends, running markdown reports, managing store replenishment and analyzing buying reports. Skilled in maximizing placement of promotions, point of sale materials and product visibility to drive sales cycle plans. Proven ability to coordinate product availability for advertising and promotion purposes.

EXPERIENCE

FEB 22 – CURRENT

Merchandizer (Confectionery & Seasonal) AEON Co. (M) Berhad

- Keep abreast of current merchandise trend on customer needs and wants as well as competitor performance on each category of products
- Sourcing of best quality merchandises locally and overseas at the best price to ensure best profit margin gains
- Yearly Promotion / Monthly Promotion / Weekly Promotion planning based on customer behaviour
- Decide on merchandise layout, schematic plan and display of store
- Competitor survey on merchandises, assortment, pricing, layout display and promotion activities
- Frequent review, evaluate, decide and select new & existing supplier-including monthly sales meeting, credit term, rebates, contribution and joint promotion.
- Forecasted sales to improve product availability and profitability based on market and customer trends.
- Monitored slow-moving stock and implemented promotions to boost sales and optimise shelf space.



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Languages

English

Malay

Chinese





Skills

Negotiation



Merchandising



Planning



Analysis



Forecasting



- Controlled stock levels based on accurate seasonal forecasting and analysis.
- Negotiated with suppliers to reduce costs, manage stock distribution and delivery timescales.
- Visited trade show or exhibition to source suitable suppliers.
- Monitoring and analysing the sales results and trend. To tracking supplier sales performance, stock movements and capitalising on sales opportunities and challenges.
- Negotiations skill, negotiate for higher margins or additional support from suppliers. Explore collaboration options such as joint promotion.
- Getting to know the customer base and understanding their motivation and sales drivers


JUN 22 – FEB 22

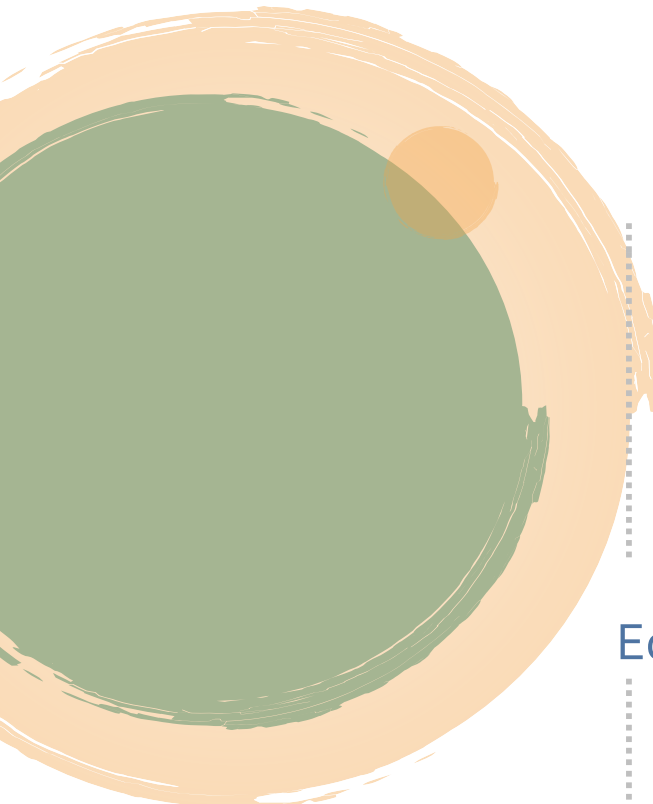
Administrative Executive Cum COO PA PGMall Sdn Bhd

- Schedule and coordinate meetings, appointments, travel arrangement for COO and managers
- Assist all incoming and outgoing mails / other necessary correspondence
- Updating and safe keeping of confidential documents, maintain the security of office records and files
- Recording and submission of COO & staff claims
- Advise, perform and assist in secretarial and HR matters assigned by management
- Liaise and follow up with government authorities (Trademark)
- Planning, organizing and managing events like company lunch
- Conducted orientation for on-boarding staff and help organize training
- Responsible for the staffing/hiring like screen candidates and arrange interview
- Provide assistant in monitoring employee performance appraisal process
- Liaise with all head departments to ensure smooth operation
- Good knowledge in virtual meeting like zoom, gmeet and etc

MAY 19 – JUN 22

Sales Executive, Kuala Lumpur City Centre Pullman

- Prepare proposal/contract to prospective clients, highlighting hotel service features and needs
 - Place calls or arrange meetings with potential clients to identify their need requirements and needs
 - Monitor the customer service quality of hotels to ensure clients are tended appropriately
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- Oversee the booking and reservation of space in a hotel to ensure availability and proper arrangement
 - Conduct price negotiations with customers on behalf of the hotel management to reach a favorable bargain for both parties
 - Coordinate and organize the details of an event such as catering, lodging, seating, and security
 - Maintain contact with clients to obtain feedback and to discuss opportunities for future business deals

Education

Diploma Hospitality Management, May 2017

- CGPA 2.8/4.0

Diploma May 2017

Kuala Lumpur Tunku Abdul Rahman University
College

ACHIEVEMENT

AEON.Co (M) Berhad

FEB 22 - Present

I am confident that my achievements in AEON.Co (M) Berhad would make me an asset to your company. While in my previous role, confectionery sales increased by 20% from 2021 to 2022. This was in part due to the successful first launch of several exclusive products at AEON. I am also proud to have played a role in helping AEON achieve a record in the Malaysia Book of Records 2023 for the greatest variety of mooncakes.

This accomplishment really showcases my team's ability to think creatively and identify new opportunities. In 2023, we became the only two retailers in Malaysia to sell beryl mooncakes. This was a huge success, and we were able to generate a significant amount of revenue. Last but not least, CNY cookie sales rose by 40% in 2023 and 2024.

