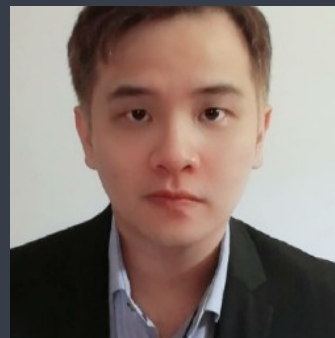


YONG CHEOK KIN

(SAM)

Merchandising



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I'm 36-year-old professional from Kuantan, Pahang with 17 years of experience in merchandiser , Sales team in fast moving consumer goods (FMCG). Primarily acquired at Aeon Big Sdn Bhd. Specializing in grocery food section, particularly rice , noodles , baking and import range section. I have successfully managed these areas for the past 3 years. During my tenure handling rice / noodles product , I maintained primary responsibility for the import product, while also overseeing the baking category. This allowed me to ensure comprehensive management across these areas while focusing on rice / noodles product.



Work History

**Jul 2021 -
Current**

Category Manager

Aeon Big Sdn Bhd

- Established strong rapport with suppliers, leading to favorable contract terms and better access to exclusive products or promotions.
- Analyzed sales performance and adjusted marketing strategies to optimize revenue generation.
- Monitored industry trends to identify new business opportunities and emerging product categories for expansion.
- Developed detailed sales forecasts based on historical data, allowing for proactive inventory management decisions.
- Negotiate pricing and rebate with supplier among competitor and maintain higher margin as much as possible.
- Determine positioning of product category to maximize visibility.
- Engaged in regular meetings with government representatives to discuss like Jualan Rahmah project , Rice and sugar issue.
- Conduct market research and analysis to identify opportunities and trends.
- Collaborate cross functionally to align procurement activities with business goals.
- Successfully managed and executed planogram setups to optimize product placement and enhance customer shopping experience.
- Analyzed sales data and adjust planograms according to product performance.
- Developed and presented weekly reports summarizing sales performance and actionable insights to management.

Jan 2019 -
May 2021

Senior Executive / Retail Buyer

NSK Trade City

- Develop and execute procurement / suggestion to manager product which import direct from China / Taiwan.
- Given suggestion to department manager for new item and quantities of product order.
- To prepare product stock allocation to all NSK stores.
- Prepare imported item planogram for all NSK stores
- To survey all China store and mart to analysis assortment and price check.
- Identified new market trends, proactively adjusting buying strategies to stay competitive.
- Conducted in-depth analysis of sales data to identify trends, patterns, and opportunities for revenue growth.
- Collaborated with merchandising teams to ensure compliance with brand standards and improve inventory turnover.

Apr 2015 -
Dec 2018

Retail Buyer Executive / Floor Executive

NSK Trade City Sdn Bhd

- As a store buyer for Frozen / chilled , eggs , beer , Non-Halal and import item.
- Weekly stock check in inventory to avoid over stock and out of stock.
- Preparing Purchase order if needed or contact with suppliers for order purpose.
- Self manage for Department staff time table and operation duty check to ensure staff to keep "effective work".
- Work with "Customer service" and "Cashier" department when Situation needed.
- To ensure everything is on Gondola shelf , by every department and skus .
- To ensure all floor staff is "on duty".

Mar 2014 -
Mar 2015

Key Account Executive

Instore Sdn Bhd

- Is Procter & Gamble distributor company
- Develop and sustain strong relationships with buyer and peers to enhance company image and achieve business objectives.
- Provide comprehensive product information to existing and potential customer.
- Merchandise / replenish product is needed when store visit.
- Input planning & order management by category.
- Follow targets by respective KAM as per company sales target.

Jul 2011 -
Mar 2014

Sales Executive

Fook Kee Sdn Bhd

- It is a "F&N Beverage " distributor company.
- Prepare forecast monthly target sales report and aim for target.
- To service and meet all customer buyer and prepare order.
- Merchandise product is needed when store visit.

- Collect payment.
- Delivered energetic responses to customers in-store and by telephone, going above and beyond to serve needs.
- Achieved sales goals and service targets by cultivating and securing new customer relationships.

**Mar 2008 -
Jun 2011**

Sales Representative

UTL SDN BHD

- It is "MUNCHY'S " distributor company.
- Prepare forecast monthly target sales report and aim for target.
- To service and meet all customer buyer and prepare order.
- Merchandise product is needed when store visit.
- Collect payment.
- Delivered energetic responses to customers in-store and by telephone, going above and beyond to serve needs.
- Achieved sales goals and service targets by cultivating and securing new customer relationships.



Skills

Strategic Sourcing



Merchandising understanding



Data review



Category growth



Data Analysis



Negotiation skill



Languages

Chinese (Mandarin): Native language

English

◆◆◆◆◆
Intermediate (B1)

Malay

◆◆◆◆◆
Intermediate (B1)

Chinese (Cantonese)

◆◆◆◆◆
Advanced (C1)

Chinese (Mandarin)

◆◆◆◆◆
Advanced (C1)



Software

Microsoft





PROFIT



SAP



Adobe illustrator



Education



SPM Level

SMK Taman Bukit Maluri - Kepong

