

# Irene Chua

Senior Manager Merchandising

Shanghai, China

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## Languages

- Mandarin
- Hokkien
- English

## About

Seeking a fulfilling position that will allow me to fully contribute my working experience and knowledge in a highly motivated, forward looking organization.

### BRANDS WORKED WITH

- Adidas Shanghai
- Giordano Originals (S) Pte Ltd
- Imaginex Group – Lane Crawford Group
- LS Travel Retail
- Marks and Spencer
- Paul and Shark- Imaginex Group
- Unity Ntuc
- Walt Disney Animation Studios
- Walt Disneyland Shanghai
- Woodcraft Pte Ltd

## Experience



- Senior Manager , Category and Location Merchandising Planning**  
Walt Disney Animation Studios | Oct 2021 - Now
- GCA Ecom Special Events/FO Senior Manager**  
Adidas Shanghai | Apr 2021 - Sep 2022  
Establish Ecom Special Events work-flow and SOP with other working teams
  - Close collaboration with local production teams and Global team on GCA Range buildup mainly for Ecom and Factory outlets.
  - Strong analytics skill on historical data and build guidance framework to Product development team before the start of the Season
  - Product assortment planning for all Ecom platforms such as .Com, Tmall, Wechat on all events
  - Competitor analysis down with relevant local/global competitors after major events
  - Key contact window with Global on mandatory range initiative to achieve targeted overlapped vs global range
  - Coaching and career development plan for team member
- APAC Range Architecture Senior Manager**  
Adidas Shanghai | Feb 2020 - Apr 2021  
Responsible and Accountable for In Season (Own Retail/Ecom/Wholesale) Range size building on APAC markets such as Japan, South Korea, SEA and PACIFIC
  - Key contact window with Global on mandatory range initiative to achieve targeted overlapped vs global range
  - Strong analytics skill on historical data and build guidance framework to Product development team before the start of the Season
  - Balance the Range size within the Cross Categories to ensure the wide assortment availability in the markets
  - Good collaboration with countries' counterpart on Market Channels' exclusives needs and monthly flow of the product launch based on historical data
  - Analysis gap comparing with PD creation to protect the business' needs and cutting the slow sellers
  - Support and initialize assortment plan by store formats by store clusters
  - Multi-level Range planning by Category, Division, Gender, Price Point, Month level
  - Coaching and career development plan for team member
- Merchandising Planner Manager**  
Walt Disneyland Shanghai | Jul 2018 - Feb 2020  
KPI such as achieving category financial targets, pricing structure and GM performances
  - Work closely with Product Development and Sourcing Partners to create Shanghai Exclusives and support Seasonal Campaigns

- Accountable and closely monitoring the flow of Products on Time-line/Delivery/Allocation to stores
- Plan on merchandise strategy and assortment plan for all product lines for Theme park to maximize profit through consumer-focused strategy
- Partnership with Communication & Marketing teams on setting up product-related marketing strategy and implementation plan
- Manage and monitor open-to-buy (OTB) and liquidation plan through strategic buying
- Partner with Corporate Alliance to develop specialty products strategy such as Co-branding
- Be a key and active member in projects or new stores expansion
- Develop by-store product/ allocation strategy with stores and VM team
- Responsible for equipment grid plan and planogram execution
- Weekly store visits and having strong incentive programs with store managers to drive the business
- Planning of Inbounds capacity needs with Logistics team

### ● Sales and Operations Manager (Fashion Division)

Imaginex Group – Lane Crawford Group | Jul 2014 - Jul 2018

Managing 6 POS and responsible on sales achievements comparing on Year and Budget. Managed to minimize the sales gap despite the drop in economic growth and challenges/ threats faced by online purchase

- Involvement in forecast sales using KPI and PNL
- Establish SOP for stores efficiency
- Able to drive and deliver KPI focus to sales team such as UPT, \$PT and conversion rate and analyzing of sales staff performances
- Initiate Sales incentive and kept within 0.5% for the team so to motivate them
- Involved in Hiring and controlling the budget of hiring, reducing cost of stores with low revenue
- Consistently reviewing and implement effective SOP for the team.
- Went through different form of business structure such as Management Service Partnership with Brands.
- Attend Buying trip for Scotch & Soda, involved in price markdown especially during seasonal sales and Bazaar and achieving good sell thru of min 80%
- Work closely with Buying and Planning team in HK on product sell thru % , discount and GWP ideas.
- Locally manage launch of new seasons products and WH coordination
- Conducting trainings on both Services and New season launches
- Implement procedures to maintain good CRM
- Working closely with VM on monthly products flip and maintaining the looks according to Principal's guidelines as VM is under Ops
- Work closely with Marketing when comes to opening events, customers events and ad hoc promotions. Looking at ROI on every event organized
- Experienced in new stores opening and renovation for stores
- Organising quarterly bazaar and involving in negotiation with departmental stores on clearance plans

### ● –Key Account Manager for Skincare, Dental

Unity Ntuc | Jan 2014 - Jul 2014

Hair In charge of Skincare, Dental and Hair Category in Unity which represent 50% of Unity business over 52 outlets in Singapore. Close rapport with Sales team to bring in new products and closing the sales gap by setting right promotion plan with suppliers. Developed and implement strategy for new products with marketing team. Coming up with planogram with planning team to maximum return per sq ft and closely monitoring every SKU performance. Able to exceed KPI achieving sales growth for key categories and met target for suppliers' funding for marketing ads.

### ● Category Manager

LS Travel Retail | Sep 2013 - Jan 2014

Brands (Pandora, Lonely Planet Malaysia and Billabong (A Lagardere Services company) Having travel retail experience as part of my working path, has greatly beneficial me as it has provided me with comprehensive platform to gain different buying experience. All Marketing and Merchandising for licensed brands like Pandora, Billabong and Lonely Planet (Malaysia) were under me. As a representative of our company, I will have to work directly and closely with the brands and suppliers for buying, sales and branding purposes. I had established my own OTB planning

for 3 brands and contract terms for all 15 suppliers in Lonely Planet. I will always ensure to do regular monthly visit to KLIA store and meeting up all suppliers for better working relationship with the existing and finding for new suppliers regularly. I will have to communicate with all suppliers their sales targets and negotiate for promotions with them to maintain their product selling in our store. Managing slow sellers and aging stocks management are also important as OTB are dependable on sell thru. Being in marketing team, I will have to plan for the marketing promotional plans at least 6 months ahead for all licensed brands and implement them without assistant. This has also added knowledge for me as working with Changi Airport Group has strict regulations for promotions. Able to work independently and prioritizing my tasks has enable me to handle weekly buy for Pandora and Lonely Planet and seasonal buys for Billabong. From there I will have to manage the shipment and delivery status of the stocks and launch to stores. Gradually, to manage sales team for Billabong for both MY and SG and tabulating commission payroll for the team was added to my portfolio. Greatest achievement being able to achieve sales growth+100% for Lonely planet by working closely with suppliers such as bringing luggage business in and double digit growth for Pandora sales.

### ● Store Manager

Paul and Shark- Imaginex Group | Jun 2012 - Sep 2013

(a member of Lane Crawford Joyce Group) Successfully opened the Flagship Marina Bay Sands store in Oct 2012. Handling the S&O matters and Men and Ladies' seasonal buys for both Scotts Square and Marina Bay Sands of Paul and Shark in Singapore. Weekly will have to submit a sell thru report as well as managing the incoming stocks from Italy and updating GM of the sales stocks action plan. Working closely with China team, will have to manage the store visual changes. I will come up the marketing plan, sales mark down that is right for SG market for Paul and Shark especially on those slow sellers and aging stocks. Regularly churning out SKU, sizes and pricing analysis reports to update the management. Buying process, Prepare OTB file based on last year's sales and stocks on hand for HK's approval. After looking at the products sample, will have to derive the planogram for the 2 stores' layout. I will have to doing product training for sales teams before launch. Greatest achievement felt when the team is able to achieve more than 100% of the sales and better sell thru from 55% to 75% for the brand



### ● – Buyer

Marks and Spencer | Nov 2007 - Jun 2012

I started my career path in Marks and Spencer as a Sales Supervisor in Vivo City Menswear. After 3 months, I was promoted as a Sales Manager/Duty Manager in charge of Ladieswear and Lingerie department and leading a team of 8 staff. Skilled in coordination and planning, I was appointed to be the Project leader handling our annual project, Christmas Hamper Ordering. I managed the whole process line beginning from packing hamper till coordinating delivery with courier independently. We had established a good working relationship with external partner, Singpost. The whole project was a success and over exceeded the planned budget. Greatest achievement was to establish a manual hamper tracking system has 0 discrepancy. I was re-designated to the position of Menswear Buyer in 2010 September after the project. Being a Menswear buyer, I handled all Categories from Undergarment, Suits, Casualwear and Formalwear. I will get to work with all departments in the business unit, including marketing, logistics and operations. As we are under franchise business, it is important that we carry Marks and Spencer's image into our market. Twice a year, I will get to attend International conferences in London and meeting up with International buyers. Building strong working relationship with main team is critical. Before the start of season buy, I will have to determine the closing stocks and working closely with finance to prepare my OTB budget. I have to set the sales mix % for individual Category/ Store basic on the UK strategies they shared and injecting the knowledge I had of what's right for our local market. Setting the price structure list and selling price for next season is necessary as this will determine the margin % . With an assistant under me, I will have to set up photo catalogue for all seasons after buy and managing 3 season catalogues daily. With the weekly sales stocks inventory reports, I will then determine if we will need to have any action plans for the week and discuss with ops, marketing and visual merchandising departments. I will have to go through SKU by SKU for sales markdown and went through New lower Selling Price for

whole menswear department. Went through the flagship store (Wheel lock place expansion) with Marks and Spencer and bringing new range for Suit (Savile Row) to Singapore.

- **Shop Manager 1**

Giordano Originals (S) Pte Ltd | Nov 2003 - Sep 2007

As a Shop Manager 1, my responsibilities include visual merchandizing, stocktaking and extending my knowledge and expertise in delighting customers with my professional service that resulted in repeated sales for Giordano. Prior to that, I was promoted to Senior Customer Service Associate within three months and appointed as supporting in-charge for Takashimaya branch when I came on board as a permanent staff of Giordano. Due to my expertise in hitting sales targets, I was gradually given a chance to turn sales uphill in outlets that were under performing. I managed to turn the situation around and was immediately honored from Shop Manager 2 to Shop Manager 1 within a month. My job is challenging as I get to meet customers from all walks of life and culture. This has taught me the art of dealing with people as I review and answer queries on issues pertaining to the different series of merchandise like Seasonable items. Similarly, I was appointed to run Suntec City and empower different batches of students in Nanyang Polytechnic's Giordano branch throughout their learning curve in Internship attachment. Possessing a degree of ability in store planning and people management, opportunity was given to experience opening a new store, Central Mall. Prior to that I am able to choose the store's cataloguing after analyzing the marketing survey. Lastly, I was presented the prestigious "Super Sales" Award in Year 2006.

- **Sales Assistant (PT)**

Woodcraft Pte Ltd | Jun 2003 - Nov 2003