



LIM CHUNG PENG

No. 41, Lorong 20A,
Taman Mujur, 41200
Klang.
Selangor Darul Ehsan

Date of Birth: 21/09/1991

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Experience

Nabati Sdn Bnd / 3 years Sales Representative and 2 years sales executive

Year 2020 to current

Sales Representative – Nabati Sdn. Bhd. (3 Years)

I represented Nabati Sdn Bhd as a Sales Representative where I was responsible for the sales growth and visual standards of our biscuit products in retail stores. I spent my time on the road meeting clients, taking fresh orders, and ensuring our shelves were always fully stocked and looking sharp. Whether it was hitting my sales KPIs or building a massive product display for a promotion, I focused on making sure Nabati was the first choice for every snacking customer.

Sales Executive – Nabati Sdn. Bhd. (2 Years)

As a Sales Executive at Nabati Sdn Bhd, representing products under Nabati, I was responsible for managing sales activities within assigned territories, developing relationships with retailers and distributors, and expanding product distribution in the market. My role included achieving sales targets, identifying new business opportunities, conducting regular outlet visits to monitor stock and product placement, and coordinating with internal teams to ensure smooth order processing and timely product delivery. I also monitored market trends and competitor activities while preparing sales reports and maintaining strong customer service to support business growth.

LH Uni Distribution / Sales Representative

Year 2018 - Year 2020

In my role as a Sales Representative at LH Uni Distribution, I manage the end-to-end sales cycle for SC Johnson's market-leading portfolio, including household giants like Mr Muscle and Glade. I am responsible for driving revenue growth across my assigned territory by identifying new retail opportunities and maintaining strong partnerships with existing accounts. My daily operations include negotiating orders, implementing 'Perfect Store' execution standards to maximize shelf visibility, and analyzing sales data to ensure high stock-fill rates.

Premiere Hotel / Chef Second Wok

Year 2011 - Year 2017

During my five-year tenure as Chef Second Wok at Premiere Hotel, I specialized in authentic Chinese cuisine, focusing on high-heat wok techniques and the mastery of 'wok hei' for both à la carte and large-scale banquet services. Working within the hotel's 4-star standards, I was responsible for executing complex Cantonese recipes, preparing specialized sauces, and managing high-pressure service periods for weddings and corporate events. I took pride in maintaining consistent food quality, and contributing to the success of major festive menus, including Chinese New Year celebrations.

Education

College W.I.T

Year 2009 - Year 2010

Electrical Technician

Sekolah Menengah Kebangsaan Raja Mahadi

Year 2003 - Year 2008

S.P.M.

Language Proficiency

English, Bahasa Malaysia, Mandarin, Hokkien and Cantonese