



**Name** :TAN MU XIANG

**Phone**:0134207932

**Email**:muxiangchen6@gmail.com

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## Profile

**Results-driven sales professional with 1.5 years of experience in the FMCG industry, specializing in brand promotion and retail distribution. Proven track record in handling key products such as Desa, Summer, and Spritzer, with strong ability to build customer relationships, increase product visibility, and drive sales growth. Skilled in territory management, merchandising, and meeting sales targets in competitive markets. A proactive and adaptable team player with a passion for achieving results and expanding market presence**

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## EDUCATION

Sekolah Menengah Kebangsaan Tanah Merah

SPM

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## SKILL

- Sales & Customer Relationship Management
- Merchandising & Product Display
- Retail Distribution & Stock Coordination
- Market Monitoring & Competitor Analysis
- Communication (Mandarin, Bahasa Malaysia, Basic English)

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## EXPERIENCE

### **Sales Executive FMCG 1.5 year**

- Conducted daily visits to retail outlets to ensure consistent product availability
- Built and maintained strong relationships with shop owners to drive repeat orders

### **Merchandising & Promotion**

- Executed merchandising plans and in-store promotional displays to enhance product visibility
- Supported promotional campaigns to boost sales performance

### **Market Intelligence**

- Monitored competitor activities and provided timely market feedback to management

### **Operations & Logistics**

- Managed stock replenishment and coordinated deliveries to ensure on-time supply