# Working as a consultant at Nielsen Vietnam

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Bachelor's Thesis
Degree Programme in Business Administration
2020

Haaga-Helia
University of Applied Sciences

**Abstract**

18.5.2020

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**Degree programme**
International Sales and Marketing

| **Report/thesis title** | **Number of pages and appendix pages** |
|---|---|
| Working as a consultant at Nielsen Vietnam | **53 + 9** |

The diary thesis is to record the progression of the author about her job at Nielsen working as a consultant.

In the first part of the thesis, the company and daily jobs are introduced by a brief analyzing of each task. For more details, the interest group and interaction skills throughout the recording period are also described.

In the following part, there is a framework that the author used to evaluate her developments while working. The framework consists of three steps that the author used to assess herself:

- The task completion.
- The improvement in work performance.
- Plans to improve productivity while working.

The main part of the thesis is the working diary which describes and records the daily tasks and work-related activities in details and how the author solved the assignments. It also reflects her development progresses through the weekly analysis. The limitation of this diary is the tasks and activities related to the Retailer Team only and is recorded in a period of 10 weeks. Therefore, it might not bring the conclusions to some of the projects that were still going on after the recording period. The diary started from 4.11.2019 to 17.1.2020

The discussions and conclusion in the final part is a self-evaluation of the whole progress as well as a comparison of the goals set at the beginning of the thesis and the results in the end. Apart from that, the author also describes her orientation for the future during and after the recorded period.

**Keywords**
Retailers, Modern Trade, data

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# 1 Introduction

The thesis is written in the form of a working diary. The diary started on November 4th, 2019 and completed by the end of January 17th, 2020. The aim of the thesis is to record the development of the author during working as a consultant at Nielsen Vietnam. The report of a diary thesis comprises of daily task descriptions at work and weekly analyses.

Nielsen was established in New York and operates in over 100 countries across the world. This company marked its presence in Vietnam for more than 20 years ago and located the region headquarters in Ho Chi Minh City. In the global scope, Nielsen tracks what consumers watch and buy as well as measure consumer behaviours.

In Vietnam, Nielsen mainly focuses on what people buy through tracking sale out at the store and tracking consumer behaviour. Nielsen's clients are mostly manufacturers such as Unilever, PepsiCo or Nestle by providing Retail Measurement service, Qualitative or Quantitative research. Furthermore, Nielsen Vietnam also works with big local retailers or regional retailers like Lotte (Korean retailer) or Big C (Thailand), Guardian (HongKong) to measure their performances in the market.

At Nielsen Vietnam, there are several departments which are called Business Unit (B.U), those B.U working as an independent department but still support each other.

During the period of time working at Nielsen, the author would like to present those skills that need to be adapted by every employee here. These skills are considered vital based on the author's personal observation and through interaction with other colleagues. It was not compulsory to have acquired them beforehand, but essential nevertheless.

Firstly, the very basic skills that need to have for working in a data company such as Nielsen is **analyzing**. By working with data on a daily basis, it is impossible to not getting acquainted with extracting insights and analyzing the data. However, having solid analytical skills in advance would help newbies familiarize themselves with the workload easier.

Secondly, **presentation** skills is without a doubt one of the most important while working here since meeting with clients is "business as usual" . Not only employees are required to have a thorough knowledge about all the information regarding the topic, but at the same time the ability to convey their answers and report confidently and persuasively.

Furthermore, **visualization** a presentation to clients required a professional deck with a good-looking presentation and accurate data, these requirements have trained me on being more careful with data and practice a lot with PowerPoint to have a clear, easy to follow and professional deck eventually.

Additionally, **Communication** skills are also a must since we are expected to communicate and contact our customers everyday, not only through the fore-mentioned presentations but also via phone calls and emails. Hence communication in Nielsen does not only represent the professional manner of an employee but at the same time their ability to help the customers understand every inquiry should they arise.

Last but not least, **Organizing skills** is also the standardized skills that I've learnt and further improved here, working with numbers, data, with other internal teams and with clients required me to be well-organized whether it be my files, my time as well as my tasks in order to meet the timeline and expectation.

### 1.1 Key contact

Being a Research Agency, Nielsen's clients are mostly businesses such as manufacturers, wholesalers, retailers or semi-retailers. Depending on functionality, each department works closely with each type of client. For example, Retail Measurement Service (RMS) works closely with manufacturers while my department Retailer Vertical (RV) works closely with Retailers.

In my RV team, those retailers are mostly supermarket chains, convenience stores chains or mini-mart chains. They are both from local brands such as SaiGon Co.op mart (SGC) and international brands such as Lotte Mart (a Korean supermarket brand).

### 1.2 Core professional concept

MT = modern trade. The store has POS and scan system and self-service with carts provided for consumers

TT = traditional trade. The traditional stores where buyers usually bring goods to customers and non-self service such as grocery, wet market.

SM = supermarket, self-service with carts provided for consumers with minimum 300 sq of selling area.

Minimart = has the same format with supermarket but having a smaller space.

CVS = convenient stores such as 7-eleven

H&B = health and beauty stores such as Watson

Store evolution tracking = tracking the expansion of store including opening new stores in order to keep track the most exact number of stores in each chain.

Category = a kind of specific product, it may include various brands. For example: Milk Powder is a category.

Category Overview = the overview assessment about a specific category.

Business Review = a presentation about performance assessment of a business.

BOD = board of director

Top-to-Top meeting = a meeting between BOD of companies.

Account = client.

## 2 Frameowork for self-reflection

For self-reflection during and after the recording period, I based on three elements:

- Task completion.
- Improvement in work performance.
- Plans to improve productivity while working.

To answer the question whether if I have completed the task and met the expectation of the company, I would use the Nielsen performance assessment. This framework is used to measure and assess the performance of individuals in the company as a means of self-reflection for all employees. The horizontal axis (What) was to measure if the employees have good results for daily tasks while the vertical axis (How) described if the employees displayed 3 operating principles of the company.
The three operating principles including:

- Trust and accountability: Which means your credibiilty within the internal departments and among the co-workers and also the clients trust in you.

- Engage, Include and Decide: working as a unit, we must frequently engage with many internal teams to run the project smoothly as well as listen to feedback from multiple levels to make the decision. For clients, engagement with them proactively to understand their requests and situations.
- Fewer, Faster and Bolder: simplified the ways of working in order to move faster with the application of technologies and tools to make bolder results.

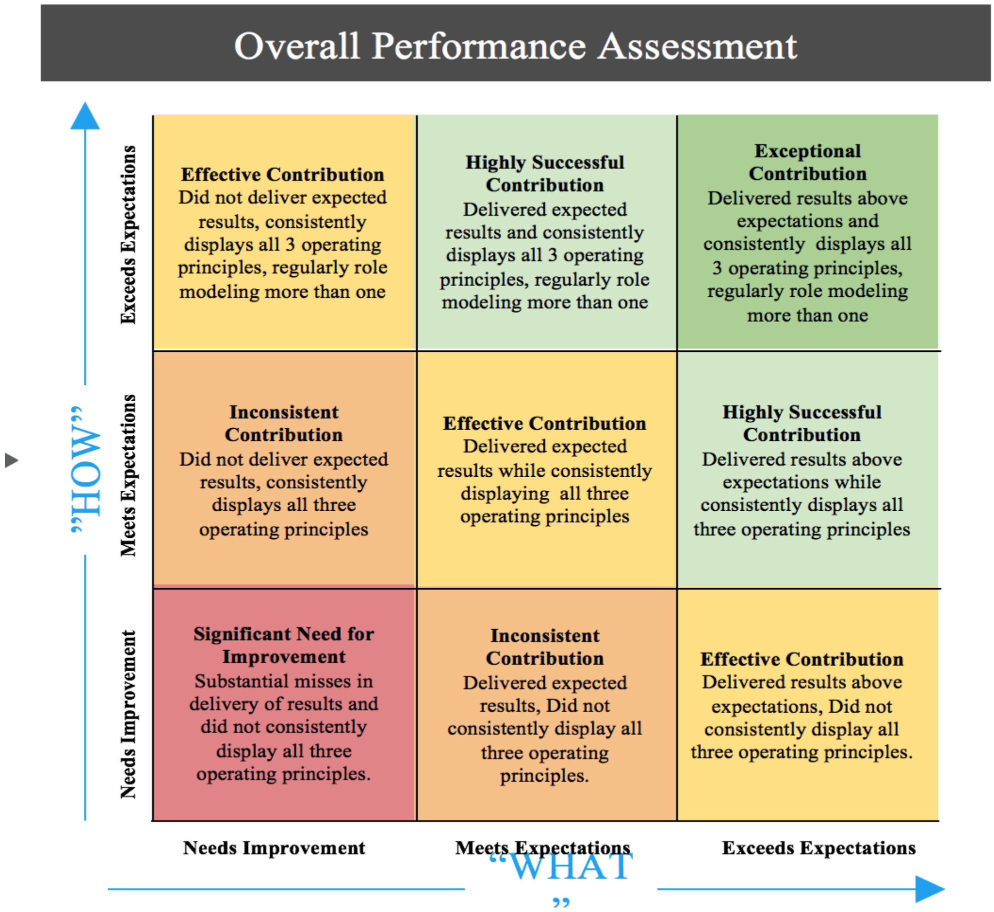


Figure 1: Nielsen Performance Assessment framework

There are three criterias to assess in each axis and the intersection between those two axis would be the performance assessment. There are nine cubes as shown in the chart and the intersection should be one of them. I used this framework to evaluate my task completion and personal performace in daily job.

Secondly, besides the assessment of Nielsen, I also base on Harvard Business Review to evaluate my productivity. According to Bruce Chew, the productivity measurement should concentrate on overall capabilities. This might come from a pile of raw materials, the number of machines or employees. It also can be describe as the turning out of quality products or satisfying services. Overall, there is a formular to measure the productivity: Productivity = Units of output/ units of input. (Chew, B. 1988).

Base on this formular, if the output is higher than the input, the productivity is increasing and vice versa. Applying this formular into my job, the lower time I spend on a request or report, the higher my productivity is. Furthermore, there are ten tips can be applied to improve performance, stated by Kashyap. First and foremost, to start any job, we might need to set a clear milestone as well as plan and prioritize for it. Then, good preparation would also be the key such as plan for meeting well so that we can have a better communication. Furthermore, understand yourself such as the strengths, weaknesses and any limitations in order to easily apply those skills into real job. While working, trying to avoid interruptions and conquer difficult task first as well as using the right tools to support the task. Once the task was assigned, finish it. (Vartica, K. 2019).

# 3 Analysis of current job

There are three pillars in my team including Selling, Serving and Sourcing. About Selling, the goal is to sell available data to clients base on their needs, sometimes through the form of presentations, consumer insights reports or shoppers' current trends as well as other services belong to other teams from the company to the retailers. The Servicing pillar are specifically dedicated to the retailers that have become Nielsen's partners. Their work is to report the partner's performance every month, follow client's requests regarding data presentation. For instance, Business Overview and Category Overview are also considered to be a part of Servicing. Sourcing however, is searching for new clients, engage with them and invite cooperation. In the team, my main responsibility is Servicing. Furthermore, I also have to complete the BAU (Business As Usual) tasks, which are those that requires results weekly or monthly In the following part, I will explain into detail about what I was doing.

Firstly, in regards to explaining about Servicing, this pillar includes:

> **Monthly Delivery**: in which we deliver reports about the supergroup performance to clients. The process of this kind of report starts with running database, checking the data and analyzing them in general. Then, we summarize those collected information into an excel table and send the results to our clients via email. This task requires good data analytical skills in order to complete, along with basic knowledge towards Excel and presenting tables. Overall, it is not a difficult project, but rather demands solid attention to details and ontime monthly results delivery to all clients.

**Category Review:** there is a Dashboard being operated by an another team in the company, all we need to do is reading that Dashboard in order to clearly understand those data and analyze them into more details. This project is different from Monthly Delivery due to the fact that the latter only introduce a quick go-through data about the supergroup, whereas the former examine deeper into each categories of the supergroup. Afterwards, we arrange a meeting (session) with the clients and visit their office to present. This task occur monthly or bi-monthly depends on the clients' demands. The consultants have to understand the data and create a good story from those information to convey their presentation better. Apart from the must-have analyzing skills, presentation skills is also highly valued since consutants have to explain the data into meaningful information that the retailers like to see, many of whom do not share a strong expertise in data analyzing. One of the main requirements for presentation using this report form is to make the information as comprehensive as possible, because consultants cannot read numbers and data to them, but instead using a presenting language that they could understand with ease. A consultant must also adapt with different styles accordingly with each retailer and use the most suitable language to guarantee the best delivery results. For example, I can use either English or Vietnamese or a combination of both when working with internationally based companies, but local businesses would mainly prefer using full Vietnamese. Or when reporting to a company with energetic, dynamic and easy-going working environment, I can use more youthful talking styles, whereas companies with a serious working culture, I am expected to appear and present formally. It is also essential for a presenter to have a thorough understanding of the products that they will be reporting about, because without a doubt the clients will challenge your every speeches should they have any inquiries about the numbers, the trends, etc.

To sum up, the Category Review task demands solid ability in comprehending the data. Then, develop them into an informative story. Combining that with appropriate and captivating presentation skills, along with instant reaction towards client's sudden inquiries and good usage of languages are what Nielsens' presenters should have.

**Business Review:** For each client, this project is to be performed twice each year. This report is in form of a Powerpoint and will be presented to clients' Board of Director. My job is to focus on the preparation stage before the real presentation happen. This type of presentation usually have a minimum of 50 slidesJob situation.

Secondly, in Sourcing, my main task is to search for new clients and try to contact (via phone calls or emails) and book a meeting as well as prepare a slide deck. My line manager will be the one who present and engage with them.  With this task, the skills of engagement and communications are very essential.

Then, as for the matters regarding BAU: It is not surprising to observe that almost every week there is a store opening in the modern trade market (chains), my task is to keep track on them by doing desk research on their websites, fanpages or any sources that inform the stores opening and their locations. Afterwards, I recapitulate what I have gathered into a monthly store evolution report and deliver to our clients so that they might have an updated number of market store chains. Besides store expansion tracking, I also summarize news related to retails, businesses, manufacturers. I believe being extremely careful in handling the information and sourcing the most reliable data are what needed to complete these tasks.

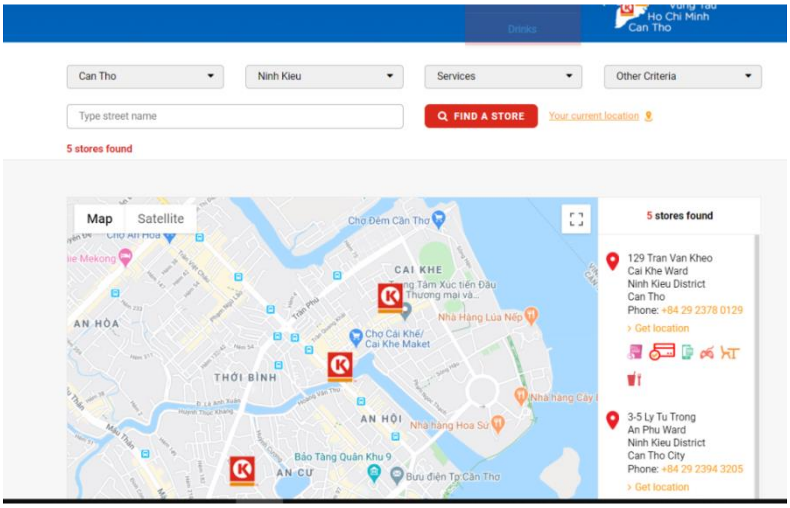

Figure 2: Store tracking site of Circke K

Among all the mentioned projects and tasks that I was assigned for, there are occasionally sudden tasks during work. They mainly are ad-hoc projects or tasks assigned from Nielsen Global to their regional offices, which obviously must-do, and sometimes with haste. In several scenarios, my team also supports our fellow colleagues in their projects or running data for them. Depends on each project and task that the necessary skills are required accordingly. But to unexpected situations, the abilities to improvise and react are most important from my personal perspective.

In general, being able to complete all the afore-introduced projects and tasks, a Nielsen consultant is required to have a clear picture of what to do, which means understanding the data and information provided at the fullest. I was at the same time being trained and assigned tasks simultaneously to best follow the pace and the meaning of what to do. Regarding to tracking opening stores, I must know which channel or which source of information I should access for each retailer in the market in order to capture the most precise data. For those tasks which are required from clients' side, clarification is the must-have first step in the process to avoid miscommunication which leads to a waste of time and resources. By asking and clearly identifying their objectives, their situation and their expectation in the report, I might have a well-defined direction to do. However, should I still find myself confusing by then, I could always ask my manager for advice.

### 3.1 Evaluation and Development

With the short period of time working with Nielsen, I evaluate myself as an apprentice and need to learn a lot to get more experience. Base on the framework, I would put myself at good level as a consultant since I had completed the assignments and even have improvement on my productivity by shorten the time when working on report. Besides that, I am able to communicate and **know exactly what to do** when assigned with tasks and **whom to ask should the needs for support** arise. The nature of my work requires constant supports from different departments and teams, henceforth by using the word "good"; I meant I can directly contact any other departments to give me the required supports for the tasks, as well as taking cares of conducting monthly deliveries to our clients without the supervision of a mentor.

Additionally, should there been an occasion when I received inquiries from a client, I could use my thorough knowledge about my company and our analytical results to **give them a proper answer**. However, I can see that I still have a room for growing in analyzing skills as well as I am aiming to solve all of the requests independently.

Additionally for my further development, as I already mentioned, in my team, there are three pillars which are Sourcing, Servicing and Selling. As far as I can work independently for Servicing pillar, my intention in the future for doing this better and after that I can expand to Sourcing area. This pillar equires a consultant to form contracts and collaboration with my company. The whole process includes Contact -> Engagement -> Finalization which means I, by myself can find the contact of potential clients and then engage with them through analysis reports or market update with the purpose of signing contract and collaborating with them in the end. This also requires how to approach properly and engage effectively with them as well as knowing how to prepare a proposal and contracts.

### 3.2 Interest group at work

Internally, there might be several departments have impacts on my team in terms of work and timelines in the company. Those department mostly related to our work are Data Operation team, Data Science team and Sales Effectiveness (referred as “SEFF”) team. The functions of Data Science is checking feasibility for reported data while if we would like to generate database for my team to extract, it’s referred to Data Operation. Apart from that, we also work with SEFF team when we have Category Management Workshop or selling In-store execution software.

The given chart below will depict the related internal stakeholder to my team.

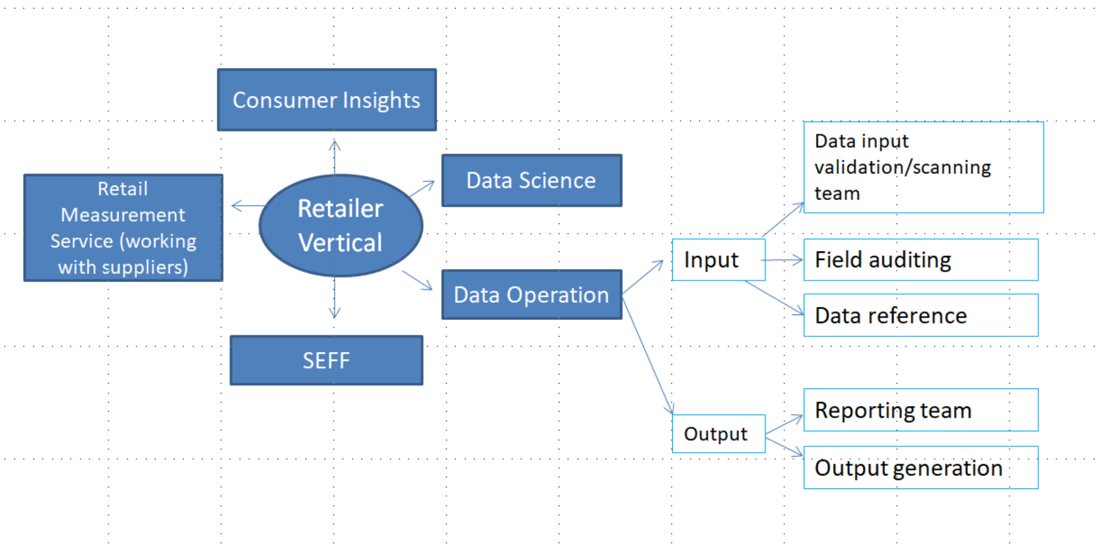


Figure 3: Departments related to Retailer Vertical team

Externally, as I mentioned above, meeting with clients is indispensable in our job to review their business performance as well as update market information. The meeting usually happens with Category Managers who make decision on importing goods or brands into their retailer and Merchandise Manager/Planogram Manager who will decide how many products and ways for display those goods on shelf. Furthermore, for full-year business review presentation, I and my team will meet the Board of Director (B.O.D) coming from all departments relating to FMCG such as Head of Dairy, Head of Non-Food category, etc. Most importantly, working with me and Data Operation team is clients IT team-who will send us data and receive analysis dashboard from us.

### 3.3 Interaction skills at work

Being a consultant at Nielsen is all about client services. Most of my interactions and activities are with the clients or cooperating with any internal departments for any issues related to the clients.

First and foremost, the daily conversation is with my Retailer team. We usually discuss about work, deadline and clients' issues. Occasionally, I ask for their supports and advices on how to solve a problem or if they know someone who could help me. My colleagues have been working at Nielsen for a long time so they have experiences in dealing with numerous internal or external issues and clients.

If there are any problems regarding to data, I will ask for the assistance from the Operation Team who are mainly responsible for creating the database and checking the item codes. I mostly communicate with them directly in person and during meetings. Sometimes, I also send emails for meeting booking and recapturing meeting minutes. Aside from that, I also work with the Reporting Team whenever we need a discussion about the Data Dashboard.

Whenever my clients ask about Category Management Workshop or software installing,usually, I am not the one to reply those clients' emails. But instead I will forwarded them and connect with the SEFF team. My main rolen is being in the loop emails so I can monitor and keep track with the progresses as well as ensure all of the clients' requests are solved.

Apart from the normal interactions, sometimes I have to hold meeting with the regional teams (from other countries in South East Asia) and my Managing Director (M.D) to update any issues related to my current project. We usually communicate via Hangouts with the regional teams while I meet the M.D directly.

Regarding to the clients, I occasionally contact them via phone and emails. When there is an urgent matter happening, the client will ask me for a data request such as checking the data market shares or making some small inquiries. Sometimes, for complicated requests, they will call me in advance and send me an email to wrap up our discussions. On my side, I will also contact the clients via emails mostly and sometimes via phone. The emails are used when it comes to a meeting or answering their requests while I will call them to follow-up with several problems that need their response immediately.

Internally, we mostly communicate both in Vietnamese and English due to my Managing Director come from London and the regional teams meetings are full of non-Vietnamese speakers also. Almost all of the reports we work on are made in English, unless the clients have a special request to have their reports being translated to Vietnamese, then we will react on their needs accordingly.

It is obvious that there would be challenges when interacting with other people to solve a problem. Sometimes, if there is an emergent task arose, the Data Operation Team will then have to deal with it and can not support me immediately due to a heavy workload. At that moment, I have to communicate with the clients and try to persuade them about the timeline and offer them our apologies since we can not meet their demands as fast as they expected. Also it is not always easy to contact a client since they have their own work and can be busy at times.

# 4 Diary Entries

## 4.1 Week 1 (4.11.2019 – 8.11.2019)

**Monday 4.11**

This was the very first week which my team started working with limited capacity. There were three out of six members leaving the company which means we only had a half of our original manpower. However, since there were no replacements yet, so the remaining three of us had to put up extra efforts and workload in order to keep the whole team function well. The experience was quite terrifying because there were still too many things for me to catch up with and learn from. But at that moment, neither myself or my colleagues have the luxury of helping each other.

Now that we had to work with a new structure, I had a pesonal catch-up session with my manager to reflect on what I have learnt so far while being with the team and what I could contribute further as well as what was my manager expectation on me in the following months.

Apart from that, we also held a team meeting to discuss further on how we could work effectively with limited capacity like this. This was the first meeting with only three members that I've joined. We all knew that this was a tough period for the whole team due to the lacking of people, but our tasks remain the same and we still needed to do deliverables for our clients. Therefore, even if it might felt quite overwhelming, we made use of this meeting to assigned tasks for team members.

Then, I returned to my daily work which was the Modern Trade Evolution Reports (MT Report). Firstly, I had to collect the store numbers from the retailer websites. I went through each retailer and collect their numbers, this step took a lot of time because there were more than 40 retailer websites and I needed to go through each of them to record it.

For this day, we spent most of our time in the meeting and tried to get familiar with the new team structure while assigned tasks for each member.

**Tuesday 5.11**

My task for this day was about the usual MT report and also supported my manager on small tasks

Regarding to the MT report, I completed collecting the number of stores and today I started tracking on which location (province/city) that new stores had been opened recently.

Additionally, I also supported on translating the report which was about market update into Vietnamsese. The reason why that report needed to be translated was because some clients prefer reading in Vietnamese, though some others would like to read in English. So, we usually had two versions to met all the needs.

I also sent an email to a new client named **Ministop** to introduce about myself as well as my company. This was a Japanese convenient stores chain (CVS) that my team would like to have a collaboration with. Actually, my manager was the one who was in charge of this task, however, due to the lacking of manpower, I was assigned in this Recruitment Project. This was because of my current partaking in the TTR project which was also about contacting and asking vendors for collaboration with Nielsen. However, the targets of these two projects were a bit different. The Recruitment project targets other Modern Trade chains while the TTR Project aims for vendors which provide data solution for traditional groceries stores.

**Wednesday 6.11**

My task for today were: emailing to our clients (TTR Project), calling Ministop and working on the MT report.

I moved to the second phase of the MT report which was about comparing the differences in the number of stores with last month's figures and drawing the charting on Powerpoint as well as ensuring that the data was being inserted correctly.

I called to Ministop to follow-up with them to see if they have received my email or not and if I could approach them further on this project. Sadly, I was rejected. They told me that they wanted to focus on their own operation first before collaborating with external partners.

About the TTR project, I prepared an email and sent to two clients which were Sapo and Haravan in order to follow up. My main responsibility in this project was to clarifying the vendors and trying to book a meeting with them. Then, the Operation team would take over from that because at that phase, everything related to data processing would belonged to their expertise.

Honestly, I had no difficulty in emailing a new client because I used to do a similar project when I was in the university. Going back to my project in the university, I had to find potential customers and then appoarched them to clarified if they should be in the leads generating phase. That's why I was incredibly familiar with this task before by emailing or cold calling a new client.

Aside from all the main tasks, I also had other administrative work for the day.

**Thursday 7.11**

Work status checked: TTR update meeting, on-site meeting with client (Concung: a Vietnamese Mom&Baby chain), fieldcheck, working on MT report, calling to Sapo.

Today I continued working on the charting of Powerpoint for the MT Report. Besides the data and numbers, there was a part in this report called retailer news. This part helps to consolidate significant news related to the retail industry within a month. Basically, I have finished the drafted version for this report.

I called Sapo to follow-up with them and they responded back to me with the status of internal checking. I did know that engaging with clients required plenty of waiting since they also needed time to check, clarify, consider the project and conduct discussions internally. So, all I did was just asking to follow-up instead of trying to push them for an answer.

I had a weekly meeting on every Thursday with the regional teams to give them updates on the TTR project progress. The meeting was conducted online via Hangouts with the local Operation team along with other South East Asia Operation teams and I was the representative for the Retailer team. The status for this week was to wait for a response from Sapo and Havaran.

My team had an on-site meeting with Mom&Baby Chain called Concung. My role was being an observer in this meeting simply because my manager wanted to give me more chances to meet with the clients. By doing that, I was able to feel and sense how retailers work, how they think and how to communicate properly with them in the future. To me, this meeting could be seen as a training session.

After the meeting, we went for a fieldcheck. My team usually went out to the market and pick some kind of stores randomly to see how they operated and how they displayed products. That would be a good story to discuss with the clients about how we felt as their consumers when experienced their stores as well as how other retailers working comparing with client's. This time we chose E-mart.

By the end of this day, when refecting all of my tasks, my checklist and note were full of works and learning experiences. This was surely a busy day but a worthy one.

**Friday 8.11**

Today: working on client's requests and going to the on-site meeting with a client. (Lotte: a Korean supermarket chain)

Today I finished the MT Report by double-checking and released them to other teams within the company and retailers. Normally, this report was used by Retail Measurement Service (RSM) team who worked with Manufacturers such as Unilever, P&G, etc and my team used it to work with the Retailers.

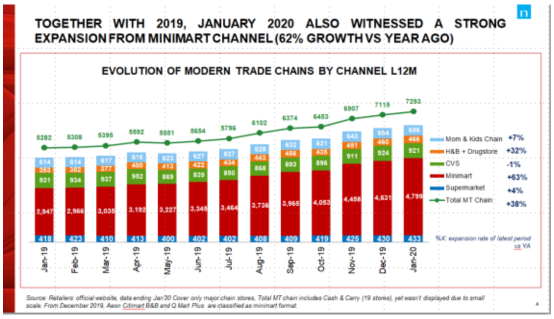


Figure 4: A slide of MT report

Through the meeting yesterday with Concung, they requested a running market data. At Nielsen, we had a tool to extract data called NAD. My task on this was to extract the data just as their inquiries. Depending on the complexity of the request, it might take more time than usual. For this requirement particularly, the data-extracting process took more than an hour to complete.

For supporting my manager, I worked on some administrative tasks.

Similar to the on-site meeting yesterday, today I had a meeting with Lotte Mart in order to reviewed their performance as well as updated the market information to them. In this meeting, I was also an observer.

**Weekly analysis**

I had to get used to work with a new workload which was heavy and some days I had to work overtime. This was also the first time I've been involve in the Recruitment Project. Even though they rejected me, but instead of feeling down, I was trying to think of other ways to approach Ministop again. Overall, it was such a challenging week but thanks to the efforts of my colleagues and my own hard working, I started to get use to the new pace and could assist my team much more. I insisted that the situation have brought me more experiences than normally.

### 4.2 Week 2 (11.11.2019 – 15.11.2019)

**Monday 11.11**

I started a new week by: working on a request, calling Sapo, supporting other team.

After checking the emails, I had a request from the client to update Price Segment of 57 categories in FMCG. I sent back an email to notify them that their request has been put in order and aligned on the timeline as well as explained to them that working on 57 categories was time-consuming. Then, I started extracting data from the NAD software and it took around 2 hours for me to complete only half of the request. The second half should be finished in the following day since I still had other tasks to be solved and they are just as important.

I called Sapo to follow-up with them and received some kind of information that needed to be clarified. I noted them down and book an internal meeting with the Data Operation team to interpreted the client's demands and to came up with proper answers.

There was an urgent task which required my support on the store numbers. They needed my assistance on the differences in terms of H&B store chains between Hanoi and Ho Chi Minh City from 2017 until now. Those figures were available and accessible due to Nielsen frequent collection of the stores' number which also coincided with the regions division for MT report. I just copied them from the Excel file which I used to record the numbers.

**Tueday 12.11**

Task for the day: continued working on the client's request, local TTR meeting, FMCG meeting, supporting RMS team.

I resumed my progress on the second half of request that I had been working since yesterday and completed running data for all 57 categories. Apart from that, I also supported the RMS team on extracting data of Liquid Milk category in the Modern Trade channel.

As I have mentioned, yesterday I booked a meeting with the Data Operation team to clarify the information regarding to Sapo company request. In this meeting, we discussed about at which level of data should be asked from Sapo such as data on a city level or district level. Besides, we also discussed on substitutes if they could not meet our expectation. The idea was brought up by the Operation team, to be honest, I haven't thought about coming up with a secondary plan.

The FMCG meeting was a compulsory monthly meeting for the Retailer and the RMS team. In this meeting, we consolidated what has been happening in the market within this past month and updated news as well as sharing useful information, while planing for the next month.

I have learnt a lesson from the Operations team that there is always a need to prepare for a back-up plan when talking to clients. Those plans, even if they would never be used, are still vital in giving us the confidence on our propositions but also gave our client a sense of trust and satisfaction from our professionalism and thoroughness.

**Wednesday 13.11**

This day went through with two meetings and I created the slides for the upcoming market update session and sent an email to Sapo.

I had a team meeting to reflect on what we have been doing so far and prepared for the upcoming weeks. We used to have a weekly team meeting back then, but now we only held team meeting when it really was neccessary. Because with three people we all knew that each of one us has been taken main responsibilities with more projects since we were much smaller and needed to closely support each other more, thus avoiding unnecessary meetings would save us all alot of time.

An another meeting with AEON citimart chain, which was a Japanese supermarket. At this time, as usual, I went with my manager to observe and took note of their requests should there were any. This client was quite easy and there was no request about data, except for us to share the file that we presented to them.

About the market update slides, I needed to run the data to see how the Personal Care category has been changed. For example, one of my result was that consumers had a shift to using natural products simply because of the high consumption of natural segment comparing to other segments in recent months.

I also called back to Sapo company to clarified their concerns and sent an email later on in order to helpd them memorize what they have discussed with me. In this call, I did not need to use the back-up plan as in the discussion with Operations team before. And they said that they understood and would get back to us soon.

**Thursday 14.11**

My primary tasks for the day were working on the market update file, a regional TTR project meeting and receiving a new account being handovered to me.

Apart from the natural segment in Personal Care Products Category, I also needed to check if there were any other trends ongoing in those categories as well as updated the Consumer Confident Index to the slides.

The Regional TTR meeting this week was to update about what we had done and discussed with our client. The next step was waiting for their responses both for Sapo and Haravan in a few days. Then, I would follow-up with Haravan first and Sapo later on.

This was one of the important days in Nielsen for me, I guess. I was assigned to be in charge with the SGC account and now I was one the highest responsible persons for this project. SGC was one of the biggest account of Nielsen due to their high market shares and profits making (my colleagues usually call them ”million dollars account”). I received thorough explaination on any pending projects, urgent tasks as well as their working style. One of the reason I was assigned to this account was because of my communication skills, noted by my manager and director. However, frankly speaking, I believed that there was still lot of room for improvements.

**Friday 15.11**

Reviewing and reading all materials related to SGC.

Regarding to this SGC account, there have been many pending tasks because they had numerouse requirements with high complexity and some of which are strangers to our normal methodology. I spent a whole day to read all the materials and previous projects that our company had worked with them in order to understand the situation clearly as we are trying to comprehend their company organization. After that, I booked a quick session with my old colleague who had left via Hangout to double-checked and clarified my concerns.

These were the ad-hoc projects related to SGC including:

- Promotion analysis: analyze the impact of promotion on value sales.

- Like-for-like report (some retailer chains expand new stores every month. So, the normal growth would be including the new stores. In order to reflect the organic growth, we must use like-for-like analysis which measure those stores that have been existing more than 2 years continuosly.)
- Market break-down (MBD) adjustment: Nielsen Vietnam divided the country into 7 regions according to the goverment. However, the client would like to change into their way of reporting which were 6 regions.
- Change the data report template.

The deadline for those ad-hoc projects was March 15th which means we only had four months to complete this.

To be honest, this was a challenge to Nielsen team due to the fact that we must adapt to this client's methodologies instead of using ours. Personally, I was caught off-guard since those concepts were completely new to me. After the meeting, I had to ask for explaination for those terms above in order to get the meaning behind them.

**Weekly analysis**

A back-up plan can be considered as a well-prepared prior to a client meeting. Back-up plans are useful not just in a corporate environment but also in many other aspects as well. Preprations built confidence and adaptability to sudden changes. Also, there have been many things to keep up for the upcoming project and I needed to work harder on this.

## 4.3 Week 3 (18.11.2019 – 22.11.2019)

**Monday 18.11**

My status for the day: team meeting, administrative task, re-running data.

Our team meeting today discussed about how I should work on my new account as well as how the team could support me. Obviously, I was not the only person working on this account due to me being new to such a grand-scale client and even to my own company Nielsen. Even though I have been working here for a few months, there were still many things to learn and experience. I received support from my manager and my colleagues and I was also adivsed to set up a weekly meeting with other related teams working on the SGC project.

About the market update file I worked on last Thursday which was about Personal Care Products, my colleague had figured out a mistake in my data extraction. Instead of taking the ”Urban Off Premise” market, I chose ”MT Urban”. The ”Urban Off Premise” market was larger than ”MT Urban”, so it might reflected the consumer trends more correctly than the ”MT Urban” market. I needed to redo and re-run the data.

Also, I worked on other administrative tasks like scaning the contract and sending it to my client for their signature.

**Tuesday 19.11**

The day started by a meeting with GS25 (the Korean convenient store chain) for collaboration. This meeting was conducted by GS25 team and they would like to cooperate with Nielsen. In this meeting, my manager has prepared materials and a presentation about Nielsen services as well as benefits when working together. My responsibility was to observed the meeting since my manager wanted me to be involved and learn more about Recruitment projects like this.

The next meeting was about SGC, in this meeting, I worked with the Data Science team, Data Operation team, and Data Reference team, I summarized those requests of SGC and asking for their support on the task. Furthermore, we discussed on how we could delivered and worked on the project. The meeting ended with my summary but still there was a need for a second meeting in the next day.

After discussing with them, I continued to read the materials related to this project with the purpose of understanding those concepts and some of the terms that has been mentioned in the meeting.

**Wednesday 20.11**

To follow up from the previous day, I resumed the second meeting with other teams to discussed further on SGC project. I was required to ask SGC about their definition for Like-for-Like Analysis. As I explained, the concept of Like-for-like analysis was to see the organic growth of 2-year stores and above. However, the our definition of 2-year stores might be different from theirs. So, I needed to double-check from their side.

After the meeting, I called to SGC to ask about their definition and they said that they would reply back to me with an explainatory email.

Apart from that, I also supported my colleague on other tasks such as searching GDP, Consumer Confidence Index and Consumer Price Index.

**Thursday 21.11**

I still have not recieved an email from SGC. My main focus on this day was Regional TTR meeting, support on extract data and follow-up with Haravan vendor.

For regional TTR meeting, the status was the same with last week. We were still wating for the response from Sapo company. For Haravan, I would follow-up with them after the meeting.
Then, I sent an email again to Haravan to ask if I could support them on clarifying my proposal.

Afterwards, my colleague ask for my support on updating data extraction for 57 categories. This request consumed the rest of the day.

**Friday 22.11**

Today was my dayoff so there were no work-related content to recorded.

**Weekly analysis**

Being assgined on an account means that you have to be very responsibile and dedicated to that. Apart from completely understand what the others have been doing on that account, you also need to know how does everything works, what was the characteristic of the account as well as their working style. It was not easy, big clients are more demanding and are usually more judgemental with our deliveries so we need to be extremely careful with anything related to them.

Also in this particular case, they had their own methods in analyzing and classifying the data and information, while as a seasoned veteran in the field, Nielsen also has it own guidelines.

The most important key for this project was to find a mutual ground where both parties can compromise but also benefits from the collaboration. And I was assigned to be in the center of that.

### 4.4 Week 4 (25.11.2019 – 29.11.2019)

**Monday 25.11**

This Monday my goal was to checking the retail news, downloading their promotion as well as reviewing and checking the data for Aeon Mart (the Japanese supermarket).

I started checking on the website of retailers in different formats such as supermarket, convienient stores, Health & Beauty stores, Pharmacies and Minimarts. I sought on the leaflets which have been uploaded on their websites and downloaded them. The purpose of this was to check if there were any promotion campaigns when the sale volume of a product was boosted significantly. If this happens, it means the retailer's promotion campaign was effective to their consumers.

Apart from that, I was also searching for retailer news to see if there was any relevant news to our clients. This was one of my B.A.U tasks.

Last but not least, I was checking the Powerpoint file which has been created by my colleagues to learn more about how would they build the flow of a presentation. Because on the next day, I was going to have a meeting with AEON Mart so I wanted to review the content of the presentation.

Basically, the presentation was quite the same with others about consumer trends. However, the customized part was on their business review. I asked my manager why would we repeated the same content with different clients and he said to me that it would help us to minimize the workload because the trends were the same for the whole market, we just needed to customize base on each acoount. By doing that, it also helped us understand and remember more precisely about the trends by repeating again and again. Not to mention it was time efficient for us.

**Tuesday 26.11**

My check list for the day: catch-up session, meeting with Aeon Mall, and SGC meeting.

As I have already mentioned, my team structure has been changed and today I had a meeting with my Business Unit (B.U) Director simply because he wanted to understand what I have been working on and my feelings with the new team or if was there any challenges from my side so he could assist me.

The meeting started with the self-reflection section about what I have been working on and learning about, or about my motivations at work and how I had been feeling so far. The meeting seems like a conversation for the higher-up to understand me and my works.

To be honest, I did not really know what motivated me while working, my initial intentions when joining this environment was to acquire more knowledge and experiences, especially when this is an agency. As we know, agencies are famous for their high workload and working under pressure as well as the opportunities to cooperate with a lot of different companies. Those were the reasons why I chose Nielsen in the beginning. I genuinely shared my thoughts and feelings with him and he gave me one of the most valuable advices for my career coordination and myself. He shared that it is extremely important to give yourself a motivation to lean on, even though at my age many people are still struggling to find their career path and a direction for their lives.

But at the very least, try to always give yourself some motivations throughout your career since there will always be ups and downs, and only those encouragements could be able to fuel your progress to overcome all obstacles. Otherwise, you will easily get loss and letting your mood down when thinking about work. I find this advice incredibly useful for someone who’s very new to the career world like myself.

In the same morning, I called the SGC to have a follow-up on the Like-for-like definitions. They said that they would reply back to me with an explanatory email but I still haven’t received it yet, so I tried to call them again but no one answered.

In the afternoon, I had a meeting with Aeon Supermarket in their office. My role was still a secretary which was observing and taking notes of their requirements. The content was the same with others so I was mainly focusing on taking the notes and listing any requirements should they arise.

**Wednesday 27.11**
Today we had Bi-weekly SGC meeting, Meeting with B’s Mart.

Today I called SGC again and they answered my call. They also explained some details via phone and again said that they would send me an email. I received their email on the same day. Nielsen’s Like-for-like analysis means to analyze the growth of the existing stores that have been opened at least 2 years consecutively counting back from the latest month. For example, if the report analysis was conducted in May 2019, then it means we will tracking the stores operating from Jun 2018. However, as far as I understood from SGC definition, they considered the 2 years to be synchronized with the calendar years (Jan 2017 to Jan 2019). These two concepts confused me quite terribly since this was the first time I known about the Like-for-like analysis while being hit with two different ways of understanding. But now, the real problem started here, we needed to somehow make our

Operation Team clearly understand the difference in concepts so they can process data accordingly and we also had to find a way to manage those data.

As I have mentioned the importance of the SGC to Vietnam market, therefore, the business units from countries in the region had to gather through the company's bi-weekly meetings to discuss and receive follow-ups about SGC. I joined with my Managing Director and directors from other Business Units along with other regional teams to keep them update with all the information regarding the project in Vietnam in order for them to see if there were any resources or things they can assist us with their available materials. My role in the meeting was to present the follow-up information and what the Vietnam Team has been doing and how our operation teams working as well as the requirements from SGC. I also had to report if there's anything I need these regional colleagues to support us. I became a part of this high-tier meeting because one of my senior who was in charge left and handed over the whole project to me.

In the afternoon, I had a meeting with B's mart (the Thai convenient stores chain). My Managing Director accompanied by me and my manager participated to discuss with their M.D. I was assigned to join my M.D in her car on our way to the client's office. This was the first time I could accompanied the M.D to meet our partner's M.D.

For someone who was new to the office world and particularly to Nielsen, this was such a great and important opportunity to learn from her, also this shared ride could be considered as an experience.

On the car, my M.D asked me about the background of our client's company as well as their M.D name. To be honest, at that time the only information I had about them were the year of foundation, their current store's numbers and main locations. I believed I could have done a better job if I could understand about their operations and their team. My M.D then used her phone to check the client's company background and their M.D information on LinkedIn. Aside from that, she also asked about me and shared her experiences and advices with me.

The meeting turned out to be a great success. I was quite surprised learning that B's mart M.D came from France, he was very nice and proactively as well as being data-driven. Even though this meeting did not go into details about the services Nielsen providing; but we did give them a market update so our client could understand what's Nielsen data could do to help them. Also this was a good chance to build up rapport between two companies through their Managing Directors.

I considered myself to be extremely lucky to be able to attend such meeting between two M.Ds because usually only those with the rank of managers or above could be there.

**Thursday 28.11**

My main tasks: SGC meeting, administratvie work

After receiving the definition from SGC, I booked a meeting to explain the concepts and discussed on how to solve the problem. The meeting was held with the participation of the Operation teams, I started with briefing them about the tenors of the SGC's requests and their expectations, then I showed them the email and explained to any inquiries to ensure that we all understood each other and the client, so we could discuss.

The problem that needed solving at that time was how to correctly apply both the SGC and Nielsen definition since they are very different from one another. There were numerous dissimilar ideas, while some wanted to persuade SGC to follow our definition, others believed that we should be best sticking to our clients wishes to satisfy them. The meeting lasted for more than an hour and eventually, we decidede to combine both definitions, meaning we incorporated the 2 calendar years from Jan 2017 to Jan 2019, plus the extra 11 months since at the time of this meeting, it was November 2019.

Apart from that, today I worked on some administrative tasks related to insurance and printing out the forms.

**Friday 29.11**

My goal: SGC, Guardian database checking

Today my job was to check the database for Guardian (the Health and Beauty stores chain from Hongkong). My task was to compare the data from Ho Chi Minh city and Hanoi in order to discover if there were any mistakes in data formatting and on the dashboards or not. Also, I had to check with all the MBD (Market breakdown) and through multiple time periods (MAT TY, MAT LY, YTD). Then I took note and reported what I have found to the Reporting Team so they could be able to correct the data before we sent them to our clients.

I sent an email to SGC to inform them about our final solution and how we planned to address the problem with their definition. Should they agree with our suggestion, we would then started with the data processing.

**Weekly analysis**

After this, I have finally realized that understanding the company you are cooperating with is not enough, you need to also understand those who are standing in charge, their backgrounds, what were their previous experiences and fields of expertise. More importantly, working with retailers require significant amount of efforts and patience, we cannot push them too hard, and sometimes it would take days to solve a problem, the Life-for-life definition conflicts is an example.

## 4.5 Week 5 (2.12.2019 – 6.12.2019)

**Monday 2.12**

My week started with working on the contract I was assigned to, which was to work with the Pharmacity and Circle K which were a Pharmacy stores chain and a CVS chain.

What I had to do was checking all of the services that have been delivered to the clients and forwarded these files to Finance so they could record the revenue for our team. The process was not difficult, but needed thorough checking if the contents that were delivered match with the services and items being listed in the contracts, as well as their values accordingly. I also had to ensure that our clients would received the same report. My forwarding emails to Finance is being called EOD: Evidence of Delivery.

Moreover, I had to contact the company ”Green Dragon” to confirm about the meeting in the following day. This meeting was scheduled by Green Dragon with my team so they could learn more about Nielsens' services and looking for a chance to cooperate with us. I was just being told by my manager about the meeting. I wrote them an email to ask their confirmation regarding the time, location and also those who would participate as a soft-reminder to them.

Afterwards, I went online and tried to search for as much information about the company background and their operation as I could due to the experiences I had while talking with my M.D during our trip to visit B's mart client.

One thing I learnt about Green Dragon was that they were a Logistics company for many years and just recently changed their name into English so they could expand and work with international partners. However at that time I did not comprehend why a Logistics company would want to cooperate with Nielsen even though our specialty was in FMCG and we barely had any clients in the Logistics industry before.

**Tuesday 3.12**

My today started with our meeting with Green Dragon. My job was once again being a secretary and observer.

Honestly, I was given various opportunities to meet with clients and discuss with them to a certain extent to further progress the cooperation between two companies. This is what I like and desired to do. Which is why I believe my manager was well aware of this and tried to give me as many windows as possible.

Green Dragon was very far from my company, so we took the entire morning for moving and holding the meeting with them. Green Dragon wished to expand their business into E-commerce sector as well as reaching out to the South East Asia region, henceforth they sought for our assistance in studying the market. Also apart from being a logistics line for other FMCG companies, they now wanted to find partners from other fields.

However, their industry was quite different from us. My manager discussed with them thoroughly about what Nielsen could do for them within our scope while they shared about their demands and expectations should the two can join hands. The meeting ended with several minor business discussions but we could not reach an agreement.

From my opinion, I think with the differences in industry and scope of work we could only provide some advices about the overalls but in order for us to completely support them like usual, it would take alot of considerations and careful planning.

Returing to Nielsen in the afternoon, I supported my other colleagues in checking the availability of a category. I had to meet the Operation Team to inquire whether if Nielsen has been currently tracking the Bread category in supermarkets and groceries stores or not. And if we were, then would the data be ready and enough to report to our client.

For me, working with Operation Team was one way to practice and improve my communication skills along with helping me to better understand the internal sectors and enviroment of my company or who was in charge of tracking what. Also, sometimes it would not be simple since they could be busy with other tasks and would not be available for awhile, or in other occasions they could get upset since checking the availability took time and might be complicated.

**Wednesday 4.12**

Today, I worked on the file MT Evolution Report. I checked the retailers websites and fanpages to see whether if they had open any new stores and to compare their statistics this month with the previous as a part of MT Vietnam expansion.

I did not have too many tasks on this day, most of them involved checking the number of stores, their locations and comparing previous month statistics.

**Thursday 5.12**

Today my Director wanted to know about project TTR that I had been working on as well as the pending tasks. I was required to book a meeting in the following week with the Operation Team for him so he could understand more about the on going project and what I had been doing.

As for SGC, I was also being advised by the Director to contact them and follow-up with the situation and progress so they would know that we were still working on their requests.

On top of those tasks, I mainly had to support my colleague in extracting the data so he would have more time working on the presenation using them. Sometimes my support did not really helping him much, because I made a mistake and extracted the wrong data and he had to redo it again. And this day was one of those bad days, I chose the wrong category when calculating the total sales value for 11 categories which ended up messing with all the remaining numbers.

Fortunately, with his working experiences, when he looked at the data he knew immediately that something illogical in the data and asked me to double-check. Then I had to do everything all over again, so instead of supporting him, I ended up getting a lesson from him about this.

**Friday 6.12**

Here are my tasks for the day:

- Double-check the data from yesterday
- Continuously checking stores expansion
- Regional consumer trends for SGC project
- Review Guardian Dashboard

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On this day I went back to checking the data I re-did yesterday. I actually completed this already but I thought I should return in the morning and gave it a checking anyway since ”better safe than sorry” and I would be more energetic in the morning instead of grinding on the exhausted feelings at the end of a working day. It was fortunate enough that there were no more mistakes found.

After I was done with the examining, I moved on to tracking the stores expansion. This time I only had around half the amount of work and I managed to finish all the numbers from this month and even made thorough statistical report from the previous month. All I had to do for the remaining task was to created the chartings on PowerPoint.

Today, I also received an email from SGC telling me that from the Category Review, they would like to see the regional consumer trends to keep track with the current situation in other countries.

I consulted with my manager beforehand about what should I do for this request and he advised me that I should check from the internal sources too completely grasp the picture of all the information we have given and could give to the client, because Nielsen Vietnam do not have the ownership of the data from other countries hence we could not access it.

Then I should asked the other countries branches to see if there were any kind of information that was available for sharing. When all of that is done, gathered everything I could and report to SGC, telling them that with our limitations in accessing this was the best we could do for them.

I started with asking for the contact information of our Retailer teams from the neighboring countries including Singapore, Indonesia, Thailand. The reasons why I prioritized these nations was because they shared many similarities in culture and thus customers' behaviors as well as we were all being emerging markets with similar population and development.

While I was waiting for our neighboring colleagues contacts, I switched to checking the Dashboard for the Guardian and viewing those data to analyze their products categories. Since in the following week, I was going to be the main presenter of the categories, and this presentation no longer discussed the consumer trends but instead focused on the Performances of each category in their operating inventory.

I started by checking any formatting faulties on the Dashboard, and once everything were guaranteed to be corrected, I then proceeded to identify whether or not their products categories are currently following the market trends and how many percent of the market was currently controlled by them.

Afterwards, I went down to thoroughly check each segments within the categories to recognized which of those are being favorable by the consumers, namely which segments, which brands particularly. For instance: in the Shampoo category, the consumers were currently prefering the anti-dranduff and beauty segments, and among the most favorite brands on the market at the moment, how many of them were showing in Guardian, as well as their performances on the market from the clients' statistics.

In the event that any of these brands were underperformed, then where were the causes. In total, I had 8 products categories to learn and present but by the end of the day, I could only finished with 4 categories.

**Weekly analysis**

Not all negotiations ended happily or successfully. The case with Green Dragon is an example. Despite both managers building good rapport with one another and we really wanted to assist them, there were simply too many differences so cooperation between the two parties were just simply impossible at the moment. Even though we did not secure ourselve a good client, at the very least we know more about them and they knew us. So should the be a scenario in the future where two companies' goals are aligned, perhaps we can be partners with them.

In addition, important projects require as much assistance as possible, and with the help from the regional teams, we should be able to deal with more matters in a shorter time.

## 4.6 Week 6 (9.12.2019- 13.12.2019)

**Monday 9.12**

After I managed to collect the contact information, I started getting in touch with the Retailer teams in Singapore, Indonesia and Thailand.

I realized that even though discussing and explaining the same terms, the local teams in Vietnam could easily comprehend the meaning I tried to convey, but when I presented them to other countries, their first response was always asking me what was the purposes and examples of what I just said. It occured to me that despite we were working for the same company and the same line of work, different countries would have their own mindsets, understandings and analysis methodology.

From that, I could understand more about how Nielsen was operating in other nations. To be more precise, I understood that it did not matter if we were working within the same company and doing the same work, because when I tried to brief or explain something to someone, I must first ensure that they could completely understand the outputs that I need, what was my expectation and how would I apply those analysis into my work.

Regarding to the TTR project, today I received and email from Haravan telling me that at the moment they could not cooperate with Nielsen due to some lingering factors related to a third-party and their policies towards data-relating topics. So, they could not collaborate with our company.

Also within the same day, I continued my work with the MT file reports starting from the charting sections and making slides for Powerpoint. It was surprising even for me that this time I managed to complete my report very early. It only took me two days to finish the presentation rather than using up four days like I was a month before. Perhaps, this was due to me knowing exactly where to find the data and also my maneuvering was also alot faster. The fact that I could complete this report in such early time was beyond my expectation.

Today, we were being informed by our colleagues that the SGC Category Review has been generally completed, and let me named it Version 1. My task then was to call SGC and booked a meeting with them for a dry-run as well as asking their feedback on this. They confirmed that Thursday would be suitable to hold a meeting.

Moreover,  I had to spend time viewing the 4 remaining products categories and analysing the trends base on the data recorded on Guardian's Dashboard since we were going to have a meeting with them on the following day. The next day would be the first time I took the main role in presenting to a cllient, this would be also a test to see my levels in effectively using the data.

From what I concluded after our previous meetings with them, the representatives from Guardian were going to be quite ”easy-going” since they are good at reading data, so me reporting the figures and charts to them should not be too confusing. And because they were very capable of comprehensing the report, all I had to do was to introduce to them the structure, basic concepts, current market trends and the products that they might be missing.

At the end of the day, I had one more team meeting to discuss about the pending tasks of the team and the tasks that would be done within this week.

**Tuesday 10.12**

Today was the very first time I presented to the client so I felt extremely nervous. And since each product category took at least 40 minutes to thoroughly present, I had to spend this entire day at the client's office to went through the whole 8 categories we have prepared for them.

For self-reflecting purposes, the whole day went through quite easily since the clients were frequent with data-reading and they understood the basic flow of my presentation. However, due to my own nervousness, I tended to hesitated and even felt quite confused when dealing with the clients' questions. Especially those that involved the market trends and conditions a few years back, I was caught off-guard and could not find a proper answer since I was studying in Finland. Fortunately, my manager was there and he supported me with any tough questions coming from the audiences.

After the presentation, I could really tell that I felt extremely more confident. Even though there were several occasions where I could have done better if I practiced them again, but overally speaking I was satisfied with my presentation today and now that I have gone through this first time experience, I know exactly what to look at and prepare for in my coming presentations.

**Wednessday 11.12**

Before the meeting with SGC in the following day for the dry-run on one of our project, I wrote them an email as a soft-reminder to them about the meeting and also to informed them the differences between the old reports and the Version 1 report that we have developed significantly as well as giving them the file so they could examine beforehand if they wanted. The two main differences were:

- The description of the products were being listed in more details than the previous report at about 20%
- A new Dashboard which included the package size range analysis.

I was assigned by the manager in writing this email with the purpose of emphasizing the improvements of this Version 1 against to the old report so they could easily made comparisons. My manager intentionally booked the meeting during lunch time so we could have the opportunity to invite them for a meal to build up the rapport. However, they were scheduled with a meeting of their own at that time so we had to meet them in the morning.

After returning from the meeting, I then received a call from Guardian regarding to my presentation with them the other day to inquire more about some data, minor calculations and even extracted more data for them. This was however a small enough request and I completed it and sent them all the answers within the same afternoon.

Then as usual, I also had to check the websites of the retailers to download the leaflets of their on-going promotions.

**Thursday 12.12**

In the morning we had a meeting with SGC. My role was once again being a secretary and observer, I took notes of the client's feedback as well as their requests for the other ad-hoc projects.

Their requests consisted of:

- Altering the price segments to synchronize with their definition, since at the moment Nielsen calculated them base on the average of a segment, while SGC prefered to divide the Price segments base on brands.
- Break-down the region's accordingly to their definition (while Nielsen divided Vietnam into regions by folloiwng the government administrative divisions, SGC had their own way).
- Add more regions into the reports.
- Trend watchers should be reported in more details.
- Add forecasts regarding the products' categories.

When the meeting with SGC came to an end, I returned to my company and had a meeting with the Reporting Team to discuss about the client requests and what could we do within Nielsen's scope.

It was natural that not all of their request can be done due to Nielsen's own methodology and feasibility. The classifying of M.B.D to match with their definition was absolutely impossible because almost all manufacturers on the markets are following Nielsen's definition in data-reading. If we compromised and follow SGC division, then all of our data would no longer aligned with that of the manufacturers.This also means that should SGC negotiate with any manufacturers using their definitions, there's a high chance that they would not be able to discuss anything since the two data-set were entirely different form one another, thus would made the data invaluble to them.

In the afternoon, I then had a bi-weekly meeting with the regional teams to update about what have been going on so far while I also shared about the situation regarding the client's requests. After thorough discussions, we eventually decided to reply to SGC by telling them about our limitations along with the pros and cons should they insist on changing the M.B.D. Aside from that, we had no trouble working on their other requests.

**Friday 13.12**

This was my day-off

**Weekly analysis**

Working with an international group is definitely not easy. Even though I was confident with my experiences from doing projects back in Haaga-Helia with my classmates, but at the time we were all new to the project and the work, so they were challenging in a different way. But now that I was basically working with my colleagues from the same company, doing the same work, serving the same goals, there were still some barriers in conveying your ideas to them and vice versa.

However, I understand that a project involving many parties such as this require more time for everyone to become familiar and comfortable more with each other, not to mention the regional team members were all friendly and supportive enough.

My first time presenting a ”product” of mine was quite terrifying, but fortunately everything went well and I believed I did a good job.

## 4.7 Week 7 (16.12.2019 – 20.12.2019)

**Monday 16.12**

Asides from all the changes with SGC that I had previously discussed with the Reporting team, I also had to meet with Operation and Data Creation team for data extraction. Which was why I reserved two meetings with the Operation team for this day and the day after so I could inform them about the changes and feedback from SGC.


Figure 5: Retailer’s website which I had to download their leaflets.

Then, as usual, I downloaded the promotion campaigns from the supermarkets, minimarts and convenient stores and also the health and beauty stores.

Afterwards, I worked on some administrative tasks such as sending the contracts to the director and preparing, sorting the files.

Today, I received the reports from Indonesia, Thailand and Singapore, I had also skimmed through the market trends from these reports. However, they were unfortunately did not entirely match with what we were looking for. One thing for certain was that I could only made use of the available reports that they already had. And we could not asked them to create a new report that's completely relevant to my request since many of those information were belong to individual region's ownership and could not be shared or accessed easily. Therefore having them created a new report would not only be troublesome but also time-consuming for them and for us. It took me more than 3 hours to fully understood the data presented on those reports. But unfortunately, only 20% are related and usable to the case.

I started feeling worried that with the data shared from other countries are now deemed not as useful as we hoped them to be, while at the same time we could not just simply admitted to our client that we could not finish one of their request just because we did not have access to the information, since Nielsen was well-known for their worldwide presence and its enormous database.

It surely was a tough situation where you find yourself stuck in the middle of the road and being blocked on both sides. But I restrained myself from asking for help from my boss right away and tried to brainstorming to see if I could come up with a proper response. Despite putting in the efforts, I found no luck in finding a satisfactory solution to follow.

**Tuesday 17.12**

My tasks for this day:

- Team meeting
- Data extraction for Circle K (the American Convenient stores chain)
- Meeting with Operation team to update about the changes of SGC
- Continued to think of a way to make good use of the reports from our neighboring colleagues in Indonesia, Singapore and Thailand.

Just as usually, the team meeting occurred with the catching-up session about the ongoing tasks of all the associates within the team. However, since my team was still incredibly understaffed with just three people including myself and we had to work with all the retailers hence most of the time, we used the meetings to discuss about the upcoming meetings we had with our clients. For me personally, at that time my only main client was the SGC. As for the other accounts, my role was simply supporting the colleagues with data extracting or joining their meetings to acquired more knowledge.

Regarding to Circle K, today I had a request to extracted the shares of trade data of Circle K in the Modern Trade Urban from the Urban Off Premise within the three years period. Also I had to get the top brands of the Snack products category on the market during the period of MAT. This request was relatively simple enough and thus did not take too much time to either extract or double-check.

As I have mentioned, today I had a meeting with team Operation about SGC. With the client's request of the Market Break Down (MBD), we needed to check the feasibility of this project to see whether if the data we get would have good enough quality or would we be able to ensure that the standard percentage of errors are kept below 5% if we followed their suggestion to use different geographical divisions.

My job in this meeting was not trying to brainstorm a solution with the other teams in the first place but instead briefing them the client's requests and expectations as accurate as possible so we could discuss which requests were possible to work on. And only after everybody on board have thoroughly and clearly understood the demands, we would then discussed solutions and reported back to the client.

Additionally, in Nielsen operating structure, the Data Science Team was those who primarily responsible for considering the possibility of a request, then the Operation Team could base on that judgement to process the data. Our meeting ended with a solution: at first we would suggest SGC if it was possible to use our regions break down. My Retailer team had to try and convinced them to follow Nielsen methodologies since it would be much more convenient and time-efficient for us as well as being easier and more benefitials for them to negotiate with other suppliers or manufacturers. However, should we failed to persuad SGC, then our secondary plan was to create two versions of a data report base on two definition. The one that matched SGC's definition would be sent to them as a result for their request while the other remained to our original form would be kept for consistency sake. To be frank, by doing this we were doubling the work for the Operation team which was not only costly for the company but also putting up pressure for the employees.

After the meeting, even though no seniors of mine openly discussed about the higher cost our company has to paid for this request but personally even I could tell. For a business, it is essential to effectively manage all the variable and fixed costs while also tried to minimize them as much as possible. Also, doubling the work like we had to was just simply wasting the company resources. Therefore, unless we had no other options, we must first avoided such situations.

Today, I continued to find a more efficient way to make good use of the reports from our neighboring colleagues. I decided to continue using the 20% useful information, but at the same time I did not want to make a pure data-driven report. So instead, I tried to research the trends and products that are highly appreciated by the consumers recently.

I proposed my approach to the manager. He agreed with the solution I came up and also advised me to manage the client's expectations from the beginning. He consulted me to set a clear outcome and informed the client about this report while also telling them that the data from other nations cannot be used due to ownerships and copyrights unless SGC contacted those branches and made a deal with them. Otherwise we could only support with the overview of the market trends and some insights.

**Wednesday 18.12**

My day started with a meeting with the Managing Director. This was just a quick meeting to update the current situations, the changes and the discussions or solutions with the Operation team. Fortunately, she agreed on what we have decided and what we were planning to do.

Then I supported my colleague to check the data for deliveries to Guardian and Big C. The data set was being checked on an Excel file including all the data of the months, the year and all products categories. Especially in the case of Guardian, their data set would be sent to the regional team to report about the statistics of Guardian Vietnam so we needed to make an extra step of extracting the correct data from the based file, selected the Vietnamese market and put them all together into one file. And we mapped the files accordingly into one then formatted, updated the data ending period and we sent them away.

Today I had a discussion with my boss regarding the agenda for the regional consumer trends report we collected from other countries teams. The meeting was to came up with a clear direction, the contents that would be presented, the main sections and the lengths of the report as well as how to accurately searched for the market trends.

We mutually agreed that the flow of the presentation started with the Market Overview including GDP and CPI then we would introduced the currently hot trends such as using natural products, applying robots or the growing of famer markets, etc. We also had to identify the reasons why those trends were becoming more favorable in each particular markets.

Let us take Thailand as an example, one of the most outstanding trend in Thailand was the rapid growth of convenient stores while in Indonesia the ruling faction was the minimarts with over 400.000 stores across the country. One of the main reasons for such difference was because Thailand was more dependent on tourism, hence their nightlife were much more thriving with a significant amount of tourists visiting, thus fueled the CVS growth in the nation.
On the contrary, Indonesia shares many similarities with Vietnam, with the majority of tourists concentrated on several famous locations such as Bali island, while the people living in the remaining regions of the country would be more likely to prefer minimarts over CVS. Not to mention Indonesia has a population of 260 million people, prioritizing minimarts was a much better and reasonable option.

The meeting ended with a concrete agenda and flow of presentation being set.

**Thursday 19.12**
This Thursday I only had two tasks to do, which were supporting my manager and working on the TTR project.

In the morning I received a request from my manager about getting the sales per store from Pharmacity (a Vietnamese pharmacies chain) during the time period that was not previously existed in the database. So I had to ask the Operation Team to extract the data that was not originally belonged to the existing database to an Excel file included the total sales volumes and total number of stores each month. And from that I could calculate the sales per store. The purpose of using the Sales per store was to identified each Pharmacity store's performance in average to compare with her rivals. Would it be higher or lower and what was the differences after each month.

As for the TTR project, I continued to search for the contact information of other vendors within my reach. I started looking for new vendors to see if I had missed any possible partners or not. I also checked on LinkedIn to find the key personnels that can make decisions in Haravan and SAPO but I found no luck in that quest. It was then I realized that this is a project I could not handle alone and I should asked for support. I decided to use the upcoming meeting with the regional teams to ask for their assistance.

**Friday 20.12**

This week TTR meeting was rescheduled to Friday. I mainly continued working on the file which I previously discussed with my manager and participated in the TTR meeting.

Today I gave a bottle-neck update about Vietnam as below:

- For small vendors: since their scale were relatively limited hence their goal was just pushing the sales as much as possible.
- For big vendors: Due to their previous contracts and policies that they could not cooperate with Nielsen at the moment. While some of them do not even target the traditional grocery stores but to manufacturers instead, and these types of vendors were unfortunately not my company target clients.
- I was unable to find the contact information of the current vendors’ higher ranking personnels.

After my briefing, I also learnt that the same situations occurred everywhere else. Singapore and Phillippines shared the same status as Vietnam. Not to mention from my report, I also notified my colleagues that the current amount of vendors in Vietname were too low that they could not even met all the demands. Even still I had to keep looking for new vendors either organically or through my network.

As for the consumer trends in other countries’ files, after creating an outline, I started to search for more information on the websites such as Google Trend, retailerdive.com, euromonitor, retailtracking, etc. I knew many of these sites from back when I was still in school and doing projects. When I was done I put all the trends I have found into an Excel file and noted the references. My personal goal for today was to find at least 5 trends in Asia regardless of nations.

**Weekly analysis**

From my personal perspective, there are pros and cons working for a multinational company such as Nielsen. For one you can learn alot since there would be many tasks to do. You can also cooperate with colleagues internationally and receive assistance from them, all for the sake of the company. However, your clients are also aware of this so it is natural that they would expect vast benefits from your company ubiquitousness. But there’s a limit to what your neighbors can help you due to differences in countries law and regulation. Such as in the case of SGC, all we could do was to work hard to ensure the result to be as accurate as their expectations were and tried to convince their understanding towards our unwanted limitations.

Furthermore, I have gained more confidence to came up with solutions myself before consulted them with the higher-ups. This can help me become more independent while increasing my manager’s trust in my judgements.

### 4.8 Week 8 (23.12.2019 – 27.12.2019)

**Monday 23.12**

My main responsibilities of today were:

- Learned how to create a Busienss Review for Co.op Smile and built the flow of a presentation.
- Worked on the data processing request of the FMCG growth from SGC including the market shares of Tiger and Heineken beer throughout all the months in the database.
- Ran the data for the Kidsplaza store – Found the number of Mom and Baby stores in Ho Chi Minh City and Hanoi.
- Assigned database of the Like-for-Like analysis to an associate of Nielsen to work on it.

Today, I was assigned by my boss to work on the presentation ”Business Review” for Co.op Smile. In previous presentations, for other accounts, my role was simply supporting and extracting data base on the outline already created by my colleagues. But this time was different, I was assigned to took charge of this report’s completion. The audience of the presentatiom is the director of FMCG or the director of Food and Non-Food department in Co.op Smile.

I started with building the flow of the presentation, processing the data, modifying the charts, tables and visualization on Powerpoint. In order to built up a smooth outline, I made use of
the previous presentations for references. I particularly focused on how those reports were presented, and also checked what market insights have already been shared to the client by my team.

Afterwards I consulted with my colleagues who were frequently responsible for making those presentations for other clients to see if my outline was correct and appropriate or not. In addition, I also asked about the data that I have ran to check which type of data and which market would be suitable for this presentation. Today, I have basically completed the initial steps for the presentation like building a flow and also identified the data should be used.

While I was working on the report, I received a call from SGC asking me to support them with the FMCG growth as well as the market shares and the growth of Tiger and Heineken brands in the Beer category. I also notified them immediately that the result would be delivered in 3 days time. Even though in reality data processing would not take that much time, I wanted to ensure that we would do a good job while also avoided creating a habit of rushing a request.

In addition, I also received a notification from the Operation team that the database of the Like-for-like analysis has been created. So the next step would be assigning the analysis to someone who was able to do it. Unfortunately, I was not experienced enough to be in charge of this task. However, I had the chance to followed and observed on how to conduct this analysis. And then, even though I was not the one who created the report, I must clearly understood the data as well as how to analyze those figures in order to commnuicate with the client. Today ended with me assigned this report to my colleagues.

In the afternoon, I received a new request from my manager about providing the number of Mom and Baby store chains in Hanoi and HCM with one-year period and then sending an email to Kidsplaza (a Vietnamese Mom and Baby store chain)

I usually prioritize working on the smaller and simpler tasks to avoid forgetting and it also give me more time to concentrate and work on the more challenging analysis or projects. So within the day I completed the store numbers extraction as well as the FMCG growth for SGC.

However, from my previous experiences, I did not send the result immediately. I put it on-hold and then left it until the next morning when I would have more energy to thoroughly scan through the report. This way I could ensure to be more effective in double checking. I have had too much of data and figures for the day.

**Tuesday 24.12**

My check list for the day was to follow-up with the pending reports and sent an email to reply on my client’s request yesterday.

In the morning, I went through the data for the two requests given a day before and sent them back to the client. Today, I made no mistakes regarding this and I completed the two requests right in the morning.

With the Business Review only half-done from yesterday, I decided to build a flow of the presentation in this order: Macro economy – Retailer Landscape and FMCG – Shopper Trend – Category Review. Today, I tried to finish the first section which was about the Macro economy, I searched for the GDP and other important economical statistics of Vietnam in the last quarter and other SEA countries such as Singapore, Indonesia, Phillipines, Myanmar and Thailand so I could made comparisons among those numbers. And then, I would included even more details about the Vietnamese economy like the percentage of Mining, Fishery, what were the issues that Vietnam has been facing that were just as impactful as polution in Hanoi, etc. By doing this, the client would have the most accurate general picture of the SEA region as a whole and what were happening in Vietnam specifically.

As for the Like-for-like analysis, I and my colleagues started to get our hands on the project. My co-workers showed me how to use and extract the data by choosing the appropriate market and time period as well as selecting correct facts and figures, for instance the value sales, value shares or value growth and how to charting those numbers. All of the activities above were thoroughly briefed to me along with a notification of minding the differences of the data. I was just listening while trying to capture the concepts and took notes. My colleagues guided me how to analyze a market in details and afterwards he worked on it alone. And for me, I would work on other tasks that are closely related to this project.

After finding the 5 retails' trends in Asia, I started looking for other figures to further support and solidified these opinions. I searched on similar websites to Statistics or read relevant articles with the purpose of finding as many quality data proofs as possible. The whole searching and finding these information took me a significant portion of my time since I had to carefully read each article from many nations, whilst trying to comprehend it's meaning and main points. However, by the end of the day, I still could not find enough information as I expected.

**Wednesday 25.12**

I have back-to-back meetings today.

At first, I had a bi-weekly meeting with my M.D and the regional teams to update about the situations of SGC and all the progresses that we have been working on. They asked me if there were any difficulties but at the moment I was still working on the consumer trends section and still have not finished. Therefore, I told them that I need more time since to accurately identify the trends was not an easy job. Regarding to the other ongoing tasks, everything were still progressing steadily and smoothly so there is a high chance that we would finish the project by the date of March 15th. My colleagues from the regional teams also guaranteed that they would support me would all the consumer trends' data from their countries as much as they could.

In the previous day after we have all agreed upon the Like-for-like analysis, my co-workers have also completed the first part of it so today we held a meeting to review what we have so far. The purpose of the meeting was to let my manager thoroughly captured the current conditions and our progress as well as let him modify any parts if he deemed necessary. At the end, there were only several minor alternation on the visualization.

Since the clock was ticking and an important client is waiting so my manager tried to involve himself in all the the tasks and monitored each phase carefully so that we could save more time my doing things correctly and fix things right away. With the Regional Trends assignment, I had a session with my manager to updated about my progresses so he could check if there were anything needed to be changed. After the discussions, we have concluded a new presenting structure, this presentation will now have three parts:

- Retail trend (Desk research).
- The information from other countries that I have been gathering along with the data being added from the regional team reports (only included the overviews regarding foreign markets, because as I have mentioned, detailed market data were restricted to each country and SGC would have to pay for them if they wanted to gain access).
- The forecast for the Vietnamese market.

At the end of the day, I spent my remaining office time to continued working on the project.

**Thursday 26.12**

My two main tasks for the day were: TTR meeting, finishing the Business Review and reviewing it with my manager.

I spent the entire morning working on the Business Review for Co.op Smile, I continued to finish the second and third parts of the reviews which were retail landscape and shopper trends. In Retail Landscape, I leveraged the Modern Trade Evolution report which I have done and added the data from the Retail audits which reported the FMCG statistics in Mordern Trade channels, Traditional Trade channels and other supercategories. As for the Shopper Trend, the detailed reports were belonged to the copyright ownership of the Consumer Insights team, Nielsen conducted this report on a yearly basis and for this year it has already been finished. I spent my time to read the report and chose the most informative and suitable slides for Co.op Smile. This Shopper Trend report was orginally extremely long with more than 300 slides but most of the information shown there were irrelevant to Co.op Smile's needs so I had to narrow it down to just 8-10 most valuable slides for the client.

Regarding to TTR project, I asked my network about the contacts of new vendors, but to no luck. I also requested the assistance from my company Human Resource Department to find any information on LinkedIn since they had the premium account, but once again I came back empty hand.

So in the TTR project meeting occured in the afternoon, I updated the situation of Vietnam and insisted that I really tried my best to search for more information. However, it seems like in other countries, the project was also put on pending status due to similar reasons like in Vietnam.

**Friday 27.12**

Today I tried to finish the Business Review for Co.op Smile by supplementing the final part of Category Review.

This section was mainly introducing the performances of the products categories within Co.op Smile comparing to the market. There were six groups of categories, which are Food, Personal Care, Home Care, Seasoning, Milk Bases and Baby Care. Within each category group, we would break down even further. For example, within Food there were Biscuit, Pie and Spong Cake, etc. Or in Personal Care there were toothpaste, toothbrush, etc. There were a total of 57 small products categories which data needed extraction and I had to spent an entire morning working on it.

In the afternoon, with the data now extracted, I started to design the charts and visualize the PowerPoint slides. I also commented the insights and assessments of those categories as well as recommendations for the retailer if any categories were underperformed. Then I went through the slides once again to checked the format, font style, the structure and organization of the report. I also had to added pictures and coloring to make the slides look better and more compeling.

At the end of the day I have finally completed the Business Review. However, I still would not dared to call it the final version yet because I was too exhausted by the time and could not effectively double-checking the data or the slides. If I pushed myself too hard, I would definitely not in the top conditions to spot any problems. So the best course of action was to leave it to the next day.

**Weekly analysis**

It is the first time throughout my working for Nielsen that I hold the main responsibility for a client’s presentation. It is not too challenging since I always have my colleagues and other departments to support me but nevertheless a great opportunity. While all the other tasks are all progressing steadily and I am still on schedule, the TTR project is a small obstacle.

However, after learning that the same situation is occuring everywhere else I realized that perhaps it is not the time for this market to overflow with clients yet, but at the very least, I tried my hardest to ensure the best possible result. So in the end, there are no regrets or dissapointments on my part.

### 4.9 Week 9 (6.1.2020 – 10.1.2020)

We had the  previous week-off due to New Year holidays

**Monday 6.1**

Today we had two new trainees joining the team.

We welcomed them and showed their desks as well as giving them an office tour to introduced each department and their functions. Then, we helped them to set up the PCs and did some paperwork. Moreover, I also guided them with some reports which they could read in advance to better understand about the company and the team they would be working in. At noon, we had a welcoming-lunch for the newbies.

Then, we had a team meeting where the two new trainees introduced themselves to the team and what they were expecting during their traineeship as well as sharing their working styles with each other. One of them would become my trainee and I was her mentor. It means that I had the responsibility on her development and growing. I also asked my trainee to book a meeting so that I could briefed her with the tasks and shared my expectations on her.

After lunch time, today I received an email from the regional teams about consumer trends in other countries. At first, I had to identify the goals for this part included the most similar insights from these reports. What I meant was that every country has different methods in analyzing, so I decided to choose and pick up the common parts from them to summarize. By doing that, the client would found it easier to follow because everything was conducted in the same flow. I spent my afternoon to read and summarized the main points of those reports into a Powerpoint file and tried to visualized some parts in order to make it more relevant to the report I'm working on.

I could not explain why when I first worked on the analysis, I started with identifying the main points that I wanted to take from the reports that I reiceved from the regional teams. Perhaps it was because I became too familiar with this working method or simply because I felt doing so would be less time-consuming since I was just skimming and scanning through them instead of reading words by words. I personally believed that I did save a noteworthied portion of time with this approach.

**Tuesday 7.1**

The day before I had given my trainee several questions so I could have an open discussion with her today. Those questions were:

- What are your strengths/ weaknesses?
- What do you expect about working at the Retailer team? Why did you apply for this position?
- What do you expect from your mentor?
- Describe your way of working?

And she could also asked me any questions. Actually, the questions I gave her were those I had to answer when I first started at Nielsen. The purpose of those questions were to help people understand what were their targets so that the mentor and manager would help them to achieve the goals. Furthermore, it would also help their trainee to reflect on themselves when they finished their traineeship.

In the afternoon, I continued to work on the regional trends report. I combined the first part of desk research which I had done and the second part which I have completed yesterday. And then, I would work on forecasting the market. In Wednesday, I would have a meeting with my manager to review on the report.

**Wednesday 8.1**

My main tasks for today: guiding my trainee, translating and working on contract, meeting with manager.

In the morning, I had a session with my trainee to show her how to start with the Modern Trade report. The reason why I let her started being involved in the team work simply because my manager wanted to do it. He expected that she should be able to involve in the team by the 2nd week at the latest. So, I guided her on the initial step which was about how to collect store numbers on the retailer websites and how to record them. Since by this time I had to work on the Modern Trade report anyway so now I could both working on it and guiding her at the same time.

There was a report needed to be translated, I asked my trainee to do the translation. At that time, I did not help her steps by steps for this task simply because it was quite simple to translate except for some terms of expertise. Therefore, I left it to her and said that if she found herself struggling with some slides or terms, then I would happily assisted her. I let her worked on the task independently since I wanted to see how she would handle a job by herself and how she would manage such situation.

I had a meeting with the manager to reviewed on what I have done with Regional trends report. He agreed on the flow of the presentation and with what I’ve been working on. However, there were small parts needed to be modified which were visulization and arrangement of the slides. I took note about what we discussed and he also gave me more ideas for the ”Forecasting and Recommendations” part. Instead of just forecasting, he advised me to have recommendations and gave me some additional ideas.

In the afternoon, I was assigned to work on the contract by calculating the value of some items in the contract as well as checking if it was correct or not. This was the first time I known what ”Ratecard” was – the file contains prices and values for various options for a service. I calculated the contract base on Ratecard and multiplied it with the exchange rate. My manager has previously shown me the calculations and how to record those figures into the contract.

**Thursday 9.1**

My responsibilities: support SEFF team on data, monitor my trainee task, recieve request from MM Mega (the Thai supermarket chain)

I finished the contract yesterday, however, there were some points I had to alter related to the Ratecard. I misunderstood about how to calculate it. Then I worked again on the contract.
While checking for the contract, I received an email from MM Mega supermarket saying that they needed me to extract the top 100 SKUs in Personal Care in Modern Trade Urban channel. Coincidently, I aslo received a request from SEFF team to ask for support on data extraction as well.

At first, I sent back an email to replied MM Mega that we would deliver their request by tomorrow. For the SEFF team, I let them know about my situation and guaranteed to support them as soon as possible.

Again, I returned to the contract in order to fix it. Afterwards, I sent it to my manager for reviewing, and then I started working on the MM Meaga request with the data extraction.

Unluckily, while I was extracting data, there was a problem with my laptop, it suddenly shut down and ran into a problem. I brought my laptop to the IT team and it needed to be fixed. I was announced that it might take hours to fix the problem. So, I could not work on my laptop anymore. Then, I went to my trainee place and asked her if she needed any support from me while I was waiting for my laptop.

Instead of extracting data for MM Mega and support the SEFF team, I spent those time to guide my trainee. I showed her again how to collect data, it seemed that she had trouble recording the data because some retailers did not update their store numbers on the website, some of them just announced on facebook, and other have no updates. I guided her to compare data between a retailer’s fanpage and their website (since there were some differences at time) with the previous month. If a retailer had opened a new store, there must be an address. Otherwise, keep the same number from last month. And then, I let her did it by herself and I just monitored what she was doing.

The day ended with my laptop being fixed in the end. So I had no choice but to left the two requests for the next day.

**Friday 10.1**
Fortunately, today I had no request from clients so I continued to work on the Regional trends report and these two requests that was pending from yesterday.

The request was not difficult and I could handled by myself. I used NAD (Nielsen Answer Desktop) to extract data. And then, I supported the SEFF team with their data. For SEFF team, I also extracted data with the same tool but different dimensions. Even though I have finished both requests, to avoid any mistakes, I decided not to sent them away yet. Then, I took a small break and went to the pantry for awhile. Afterwards, I returned to review the data once again and sent the results to the client and the SEFF team via emails.

Regarding to the regional trends, I modified the report just as my manager told me. I started by checking notes and then reviewing through to spot any abnormalities. I recognized that even though visualization and making the slides look good was a small part, it consumes significant portion of time. Finally, I completed and also showed them to my manager. He told me that the report was fine now, but he needed to take a deeper look and if there was any change, it would be small and he would fixed it himself.

**Weekly analysis**

We received additional menpower and with the two trainees joining my team, many things will be done faster and hopefully less stressful. I became a mentor to somebody who was only a year younger than me so I had mix feelings about that. Regardless, I tried my best to guide my trainee through with all the experiences I have accumulated so far. In terms of normal office work, I have became more familar with the tasks so I was doing things alot smoother.

### 4.10 Week 10 (13.1.2020 – 17.1.2020)

**Monday 13.1**

My first day of the week started with email checking. I received several emails about the meeting for the planning day, a request from the SEFF team relating to the Category Management workshop.

There was a team meeting today, we discussed about a Team Planning day occuring on Wednesday. My manager briefed me with the contents and discussions that would be mentioned in that meeting. The purpose of the Team Planning meeting was to set up new plans for the upcoming year and our priorities base on the Retailer Team’s three main pillars which were Selling, Servicing and Sourcing.

Then I checked the SEFF’s email, they asked me to create an email to the clients and invited them to participate in the Cateogry Management Workshop and getting the confirmations from them. The workshop was a training course that equip retailers with many topics related to stores operation such as assortment, how to display products, pricing and promotions. I responded to the SEFF that I have understood their request and would proceed with the emailing. However, I wanted to better comprehensing the agenda of the coming workshop to see what it was about, who were the targetted audience along with time and place so I could answered the clients' inquiries immediately should they arose.

After I have completely understood, I started drafting the email and sent them to the retailers. Even though the majority of the content in every emails are similar, but I still had to customized a few things to match with different clients. Some required English, some prefered Vietnamese, there were also the matter of pronouns, etc. I was well aware of my carelessness so when I completed the draft version, I left it hanging there.

I switched to reading the materials for the next Planning meeting. There was a term ”NPS” mentioned in the materials, but I did not know what was it. So I started searching on Google and realized that the term stands for Net Promoter Score which was used to evaluate the customer satisfaction. My guessed was this issue would be discussed on the Planning day. I did not actually understood how to applied it in realistic cases. But at least I should tried to understand the concept first.

Then at the end of the day, I went back to check the invitation emails and sent them.

**Tuesday 14.1**

My main tasks for the day:

- supporting Data Operations team on checking data with retailers
- searching for retail news.
- Working on TTR project
- Recieving the final version of Category Dashboard for SGC

In the morning I received an email from the Operation Team telling me that they discovered two products being listed with the wrong barcode but they could not checked with the key contact of that retailer, so they asked for the support from my side to see if I could have a follow-up call with that contact and gave them the answer. I decided to call the retailer right away. Unfortunately, the contact was not available on the receiving end at that moment so I sent them a message suggesting them to called me back as soon as they could.

Apart from that, since my trainee has been working on recording the store numbers, so I started to collect the retail news in order to complete the report as soon as possible. The retail news was a part of the Modern Trade report. I went through the popular newspapers to find any quality articles about the retailer industry in Vietnam in the past month and summarized those information.

For the TTR project, I have been working and asking around for the contacts, I even directly called a company to ask for the higher levels' emails but almost all the time my request was declined. So all I could do was asking the email of the person who just rejected me and sent them an email and hope that fortune would smiled upon me this time.

Before leaving the office, I recieved an update from the Reporting Team telling me that the Category Dashboard for the SGC have been completed and uploaded.

**Wednesday 15.1**

Today we spent the whole day for the on-site planning. We chose an apartment where we might feel comfortable and relaxing to started our job. My team was not the only participants though, because the Dirctor was the lead of this session so he has to be there as well.

We started with sharing about the expectations for the meeting as well as what we would like to discuss during the day. Each of us has shared our feelings and expectations both for our career plan for this year and for this planning day.

Then, we went through the missions and vision of Nielsen in this year from all the global and local teams in order to set our goals clearly and coincided with the company's direction. Afterwards we went through each of the three pillars representing our team: Servicing, Selling and Sourcing.

For Servicing, my manager showed us the NPS scores from last year. It was at this time that I had a clearer picture about NPS and how it could be applied. The manager also explained again about the NPS and introduced the three types of customers: Detractors meaning that they were not satisfied with our service (who has low score from 4-6), Passive (score from 7-8) and Promoters (9-10). We also planned on how to keep Promoters and serve Detractors better. Then, we brainstormed and gave many solutions as well as reasons, then we decided on the best courses of action. At this moment my only main account was the SGC, but during the meeting the higher-ups have decided to put their trust on me and assigned me six new accounts.

With Sourcing, we emphasised the number of retailers we should collaborate and how long we needed to get them onboard with us. And which steps we needed to take and which ways we needed to go in order to achieve their cooperation.

The Selling pillar was mainly the responsibility of my manager. As an executive, I mostly dealt with Servicing and a fraction of Sourcing.

I believe this was quite useful to me since it was the first time I've been involved in the Planning meeting. For the other teams, I known that only managers could participated in such meetings. I learnt how to start and run a Planning meeitng, I knew what NPS was and how to brainstorm accordingly.

**Thursday 16.1**

My checklist: feedback form, checking Dashboard for SGC

Yesterday while agreeing upon how to improve our NPS score in this year, we also came up with creating a feedback form that we never had before. I was being assigned to this task. Today, I started with this task by asking the RMS team about their feedback form so I could checked it as reference. After a meeting with them, I started reading their form and categorizing how they could ask and collect those feedback, then I pointed out the questions that we could not apply on retailers and replaced them with more suitable ones. When I was done with the questionaire, I created the form on Google. At this point the task was basically completed but it was not finished yet because I needed to check with my manager to see if he and the team agreed with this question list and how I visualized it.

On Tuesday I received a notification about the Category Dashboard have completed their third version. Today, I had to review the data and formatting again while checking the dimensions such as market, period, products to spot any inaccuracies. I also guided my trainee how to review such Dashboard and she suported me on checking the data as well.

**Friday 17.1**

This Friday I received an email from the client confirming their participation in the Category Management Workshop, then I connected them with the SEFF team for the next steps so my colleagues can arrange the workshop they were in charge of appropriately.

About my trainee, she has not completed her tasks yet since she made several mistakes and had to work again. I sympathized with her situation simply because I was in her shoes at the time I first joined Nielsen. Furthermore, my trainee has finished her translation task so I checked her translated version before reviewing her work on store numbers collecting.

**Weekly Analysis**

The Planning Meeting was the opportunity for my team to reflect on our achievements and performances in the previous year while also planning for our next steps in the new year under the supervision of a Director. I believed that I have earned a higher trust-level from my superiors when I was assigned with more accounts.

Furthermore, my trainee is slowly keeping up with the work. Even though she made mistakes and still struggling with the tasks, I do not feel discourage or disappointed but rather reminiscing and sympathizing.

# 5 Discussion and Conclusion

At the beginning of the thesis, my goals were to be able to handle all the clients' requests by myself independently and support if there was going to be any issue occurring and involving in the Sourcing pillar of the team. Honestly, there are still several requests that require higher analyzing skills I could not solve by myself and I still need supports from my associates. However, I started to involve with the Sourcing process by having first engagement with the clients and working on the contracts.

Throughout the thesis, I had mentioned that I have made several mistakes because of my carelessness as well as me having no previous experiences when it comes to dealing with a B2B matter. Each day I had to receive an enormous amount of information along with various sudden requests from the clients without prior notifications. In the end, I have realized that:

First and foremost, if I base on the framework and the performance formula mentioned above, then I am now require much less time to finish a task. I am fully confident in finishing the Modern Trade evolution report within a much faster pace after several weeks. It only takes me 2-3 days to complete a task instead of 3-4 days like before. For the work such as data running and extracting, I make less mistakes than before which means it costs me less time to complete a request. Rather than pilling up the work by re-running the data after making mistakes, I could focus more on double-checking the entire flow and the visualization of the presentation. I am also becoming more confident, comfortable and work more smoothly with each request, while controlling my pace to minimize the risks

Secondly, regarding the reports such as the Business Report or Category Report, I could build up a plan to prioritize the necessary tasks to complete first. I almost no longer loosing my concentration while working. Perhaps it is because I am being assigned with too many things to finish per day, hence I simply just want to complete them as soon as possible.

Thirdly, one method to improve productivity is planning the meeting well and I have also reflected that within my thesis. In the beginning, I could not planned well since my definition of ”well” was somewhat different from the demands of reality. Aside from the emails to customers to remind them about upcoming meetings, I also had to research on who they are, whom I am going to meet and what are their backgrounds. I also started to apply those steps after gaining more experineces and they were also reported in the diary.

Usually, I do not engage with too many obstacles in my communication with the clients or the internal teams except for when they were busy, fortunately I could manage the situation by initially setting the deadline with my clients to be longer than it actually needs. By doing this, I can avoid unexpected events such as the internal teams being overwhelmed with their work and could not assist us right away as well as ensuring the time to thoroughly checking the data and information so I can deliver the most accurate report to the clients. Which is why before meeting with the clients, I usually checked with the internal team first so I could plan the timeframe accordingly.

Personally, I am not an expert in handling the data, so it was fortunate enough that my work do not require constant interaction with them, but half of the time I could spend on engaging and collaborating with others (I considered that as a version of sales and marketing). I could clearly understand my conditions, so whenever dealing with any work related to data, I always discussed with my manager about the direction to ensure that I thoroughly understood the problem and can complete it correctly. Although I still make mistakes at certain points but the more I work, the better I can identify my weaknesses, so I could avoid making the same mistakes twice.

Not to mention, the framework has stated that the best course of action is to deal with the most challenging tasks first before moving on the simpler ones. However, at the moment I still applied the personal structure of dealing with simpler tasks initally such as running the requests for my clients because not only were they usually urgents but personally I could feel more secure knowing I have reached some achievements so I could muster the remaining time, focuses and resources on the more essential work.

Aside from that, to me, the most important skill that I have learnt and somewhat frequent with is multitasking. Back then I could never imagine how can a person deal with multitasking, how they could think and work on completely different things at once. But as for now, I have finally understood that multitasking is never about trying to complete everything at the same time, but instead it is the ability to organize the large amount of work you are having and prioritize them strategically so you can solve them quickly one by one.

In addition, the biggest achievements that I was so proud of were the SGC project and TTR project. Even though our work with SGC has not reached the final phase yet, but I have learnt a significant amount of new things while working on it, and also through constant, continuous communication with various departments and regional teams of Nielsen, I could understand more about the structure, how my company basically operates, the new terms/definitions as well as different types of analysis. I was also the key contact between these two companies while being one of the youngest person in the company whom had a meeting with the M.D and regional team to handle one of the biggest account. For the TTR project, I handled it by myself, by applying what I have learnt and experienced from school and also by looking for potential customers, generating leads and cold calling. My manager did not involve in this project, only me with the support of other regional teams and the Data Operations team that were woking on this.

Writing the thesis also given me a chance to reflect on what I have accumulated and how I can apply the knowledge from school to work. I believe that in the furture, there will be the day when I read this thesis again to see how can I solve any similar cases like this. This also help me to organize what I have been learning and doing so far.

In the near future, I believe that I will continue to work here because I have more opportunities to work with retailers. My desire has always been working in the B2B environment and I was enjoyng it. Despite the days I had to work overtime and under high pressure, I always thought about what I have, is, and will learn from the experiences to keep myself motivated so I could keep up the good work to become a valuable employee.

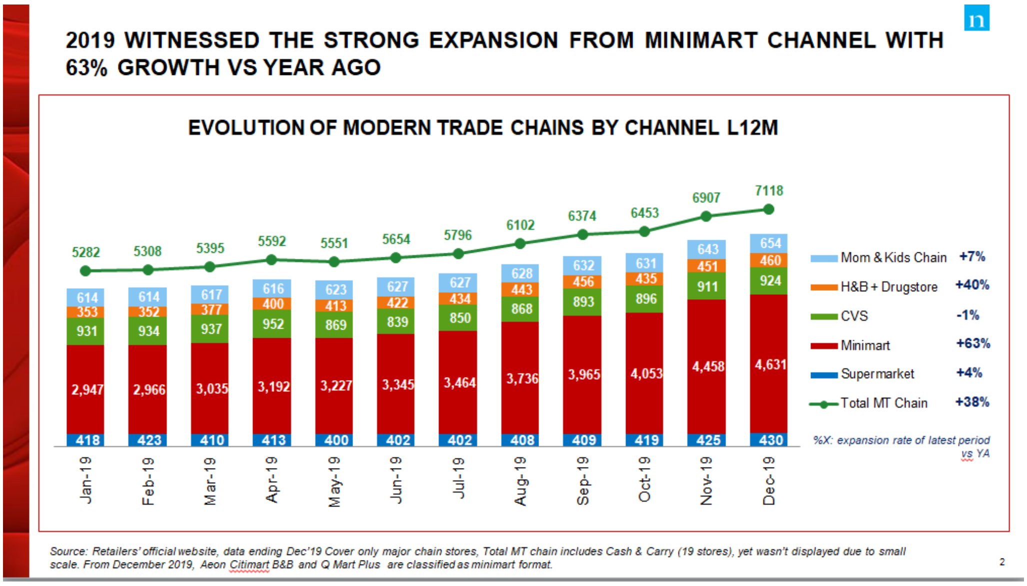
## 6 References


Vartika,K. February 4, 2019. 10 Easy Tips to Improve Your Work Performance. URL: https://www.proofhub.com/articles/tips-to-improve-work-performance,accessed: November 2nd, 2019

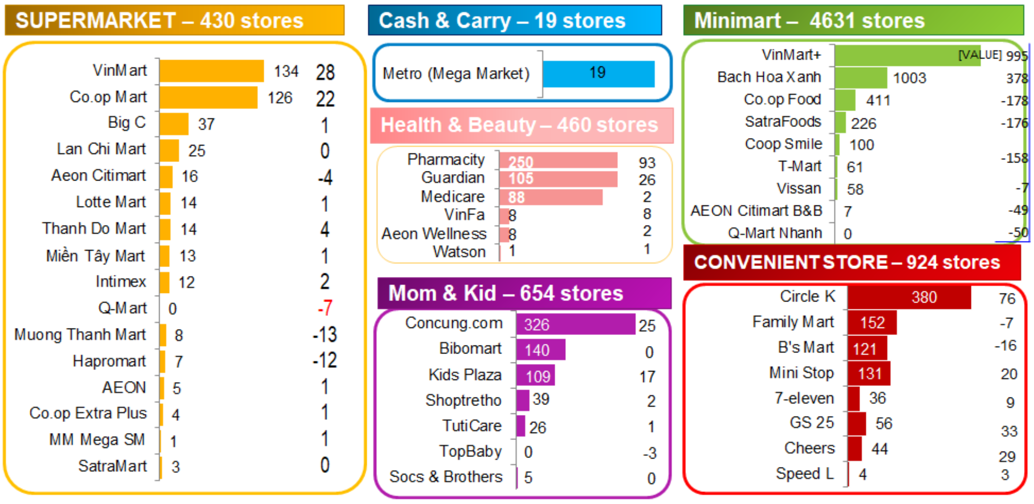
Chew, W.B. 1988. No-Nonsense Guide to Measuring Productivity, , URL: https://hbr.org/1988/01/no-nonsense-guide-to-measuring-productivity?fbclid=IwAR2xryIp8BAGUkDxNsipf0lVu2oqW0Gvt5M0wf7AXMkxixJjYBAzrTFBvYs, accessed: November 2nd, 2019

# 7 Appendices

## 7.1 Appendix 1. The Modern Trade evolution report

## BESIDES MINIMART, HEALTH & BEAUTY AND MOM & KIDS CHANNEL ALSO OBSERVES THE EXPANSION




*Source: Retailers' official website, data ending Dec'19.*

+/-X: number of expansion/closing of latest period vs YA 3

## BY THE END OF 2019, VINMART AND CO.OP MART ARE LEADERS IN TERMS OF STORE NUMBER IN SUPERMARKET CHANNEL

| Supermarket | Dec 18 | Dec 19 |
|---|---|---|
| VinMart | 106 | 134 |
| Co.op Mart | 104 | 126 |
| Big C GO! | 36 | 37 |
| Lan Chi Mart | 25 | 25 |
| Muong Thanh Mart | 21 | 8 |
| Aeon Citimart | 20 | 16 |
| Mega Market | 19 | 19 |
| Auchan | 18 | 0 |
| Hapro Mart | 19 | 7 |
| Lotte Mart | 13 | 14 |
| Miền Tây Market | 12 | 13 |

| Supermarket | Dec 18 | Dec 19 |
|---|---|---|
| Intimex | 10 | 12 |
| Thanh Do Mart | 10 | 14 |
| AEON | 4 | 5 |
| Q-Mart | 7 | 0 |
| SatraMart | 3 | 3 |
| Co.opmart Xtra Plus | 3 | 4 |
| Emart | 1 | 1 |
| Sunshine Mart | 1 | 2 |
| FujiMart | 1 | 1 |
| Finelife | 0 | 1 |
| MM Super Market | 0 | 1 |

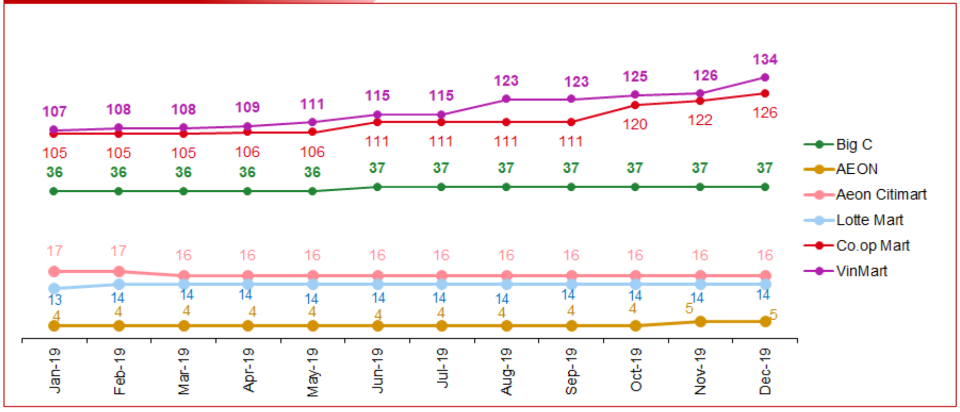
*Source: Retailers' official website, data ending Dec'19*

4

## IN THE LAST MONTH OF 2019, VINMART AND CO.OP MART CONTINUOUSLY EXPANDING THEIR STORES WHILE OTHER PLAYERS STAY STABLE

**Other players:**
LanChi Mart (25), Thanh Do Mart (14), Mien Tay Mart (13), Intimex (12), Muong Thanh Mart (8), Hapromart (7), Co.opmart Extra Plus (4)

**SUPERMARKET** – *No. of store*



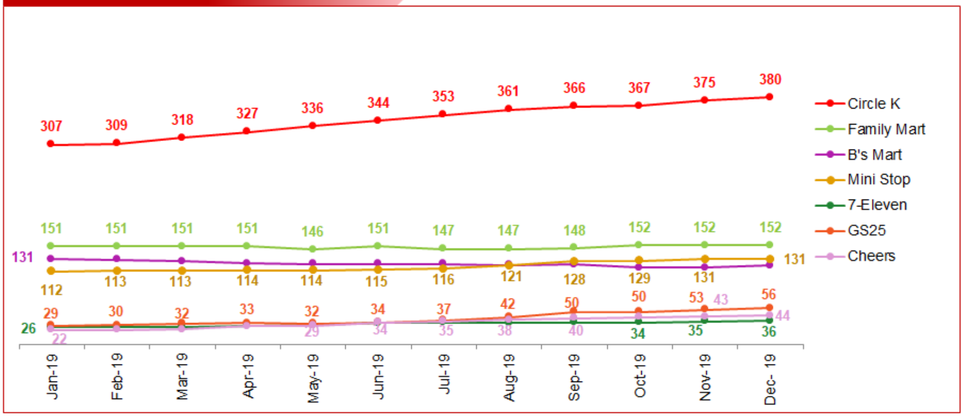

*Source: Retailers' official website, data ending Dec'19. Vinmart store has been adjusted from Feb'19.*
*Supermarket does not include Cash and Carry*

5

## REGARDING TO CVS CHANNEL, CIRCLE K IS LEADING THE RACE. MEANWHILE, GS25 KEEPS TRYING TO EXPAND THEIR MARKET

**Other players:**
Speed L(4)

**CONVENIENT STORE** – *No. of store*




*Source: Retailers' official website, data ending Dec'19*

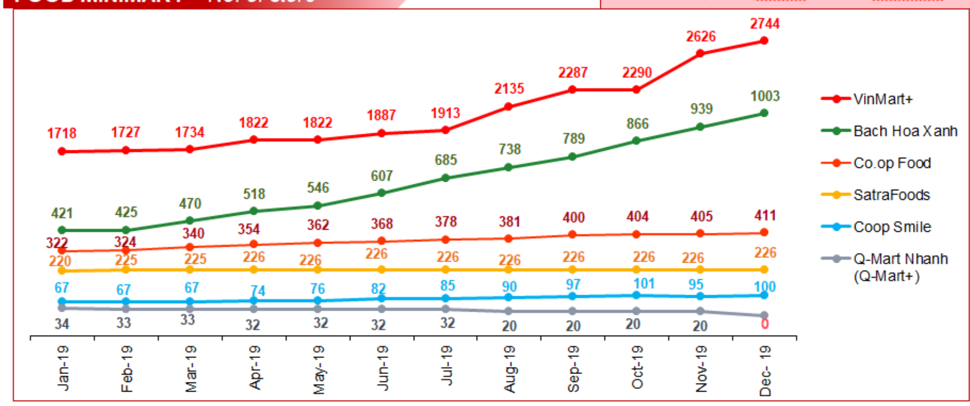
*Based on market visit on 2nd Jul, ZakkaMart has been replaced by Vinmart+ stores

6

## 2019 EXPERIENCED THE BOOMING STORE EXPANSION FROM VINMART+ AND BACH HOA XANH.

**Others players:**
T Mart (61), Vissan (58), CP Fresh Mart (9), Coco Mart (9), Aeon Citimart B&B (7), Haprofood (3)

**FOOD MINIMART** – *No. of store*




*Source: Retailers' official website, data ending Dec'19. Modification of Satrafood since Jan' 2018 and Vinmart+ since Sep'19.*
*From December 2019, Aeon Citimart B&B and Q Mart Plus are classified as minimart format.*

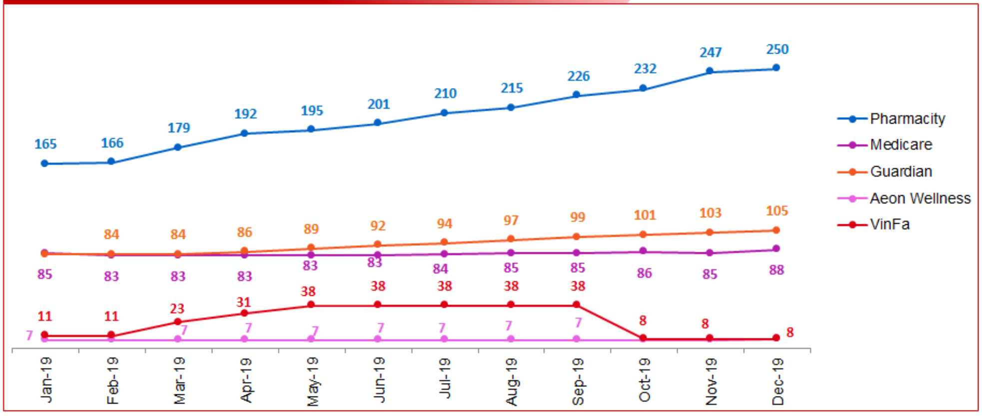
7

## H&B CHANNEL WITNESSED STORE EXPANSION FROM ALL KEY PLAYERS

Pharmacity still remain its leader position in number of stores while others witnessed a flat trend line

**Other player:** Watsons (1)

**HEALTH / BEAUTY & MODERN DURGSTORE** – *No. of store*



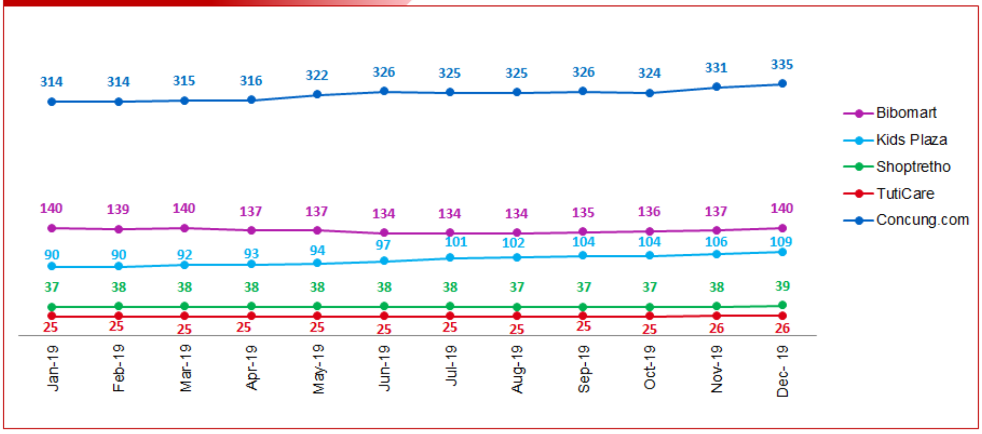

*Source: Retailers' official website, data ending Dec'19*

8

## ALMOST ALL OF MOM&KIDS CHAINS OBSERVED STORE EXPANSION IN DECEMBER 2019

**Other players:** Socs and Brothers (5)

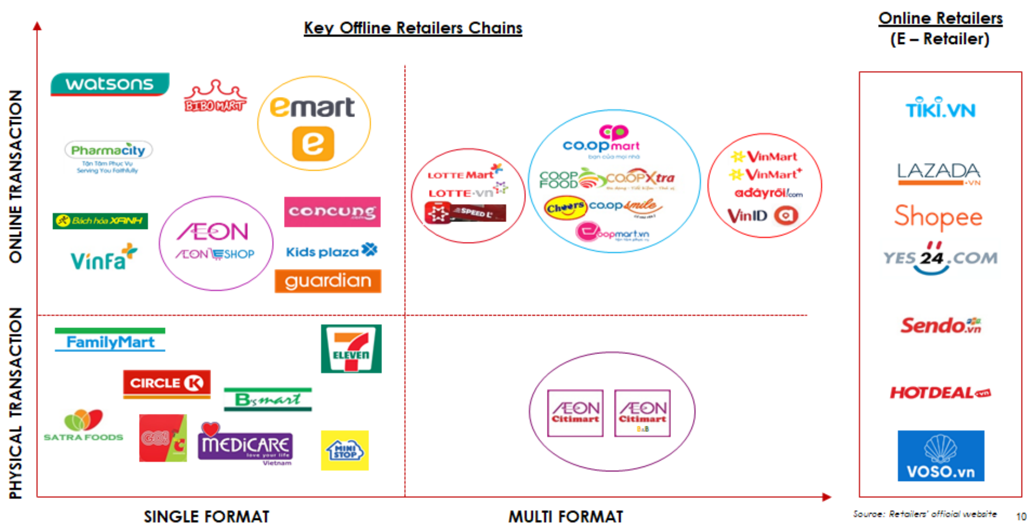
**MOM & KID** – *No. of store*




*Source: Retailers' official website, data ending Dec'19*

9

## FROM OFFLINE TRANSACTION TO ONLINE TRANSACTION




*Source: Retailers' official website*

10

# RETAIL NEWS

Prepared by Retailer Vertical Team
December 2019



## FPT RETAIL

### FPT retail announced to sell watches at their 5 stores in HCMC


Like their competitor, thegioididong, FPT Retail targets to mid-class customers. Hence, their products are around hundreds to millions VND with various brands from Hong Kong, EU and Japan.

## Q MART

### Qmart withdraws from Vietnam retail market


Recently, Q mart officially closed all of the final QMart supermarkets in Ha Noi. This is an unhappy news, yet comes as a direct result of QMart's inability to compete with VinMart's convenient stores in Long Bien.

Source: Tradecircle, Retailer website



## Lotte.vn

### Lotte E-commerce officially closed

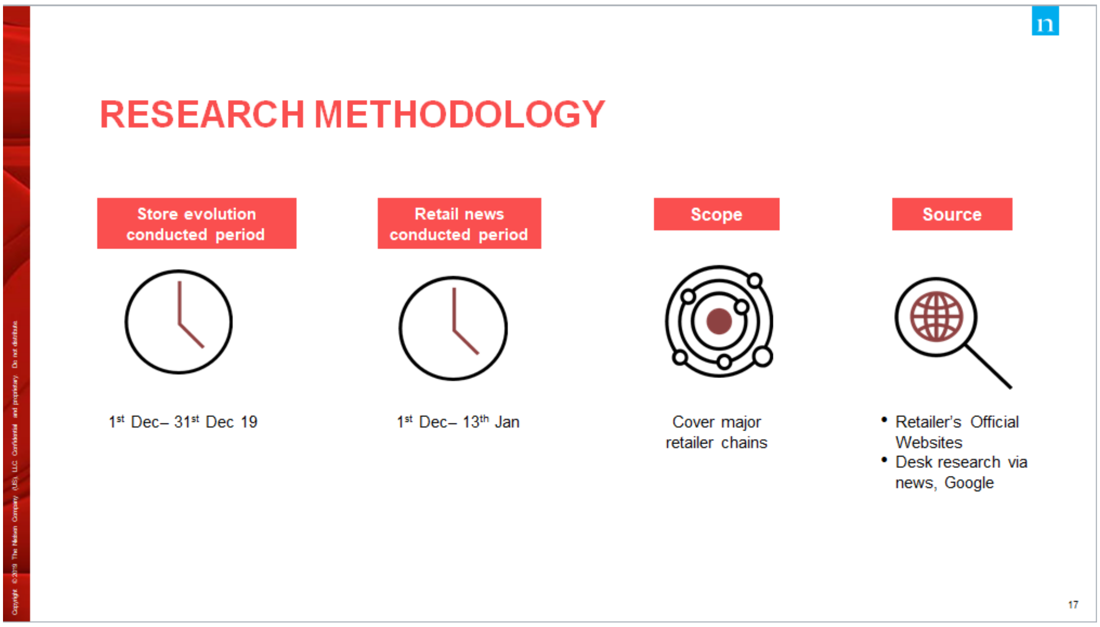

Lotte Mart's representative confirmed thier E-commerce website named Lotte.vn will officially closed on 20.02.2020. Lotte Mart still operates as usual

## Vingroup

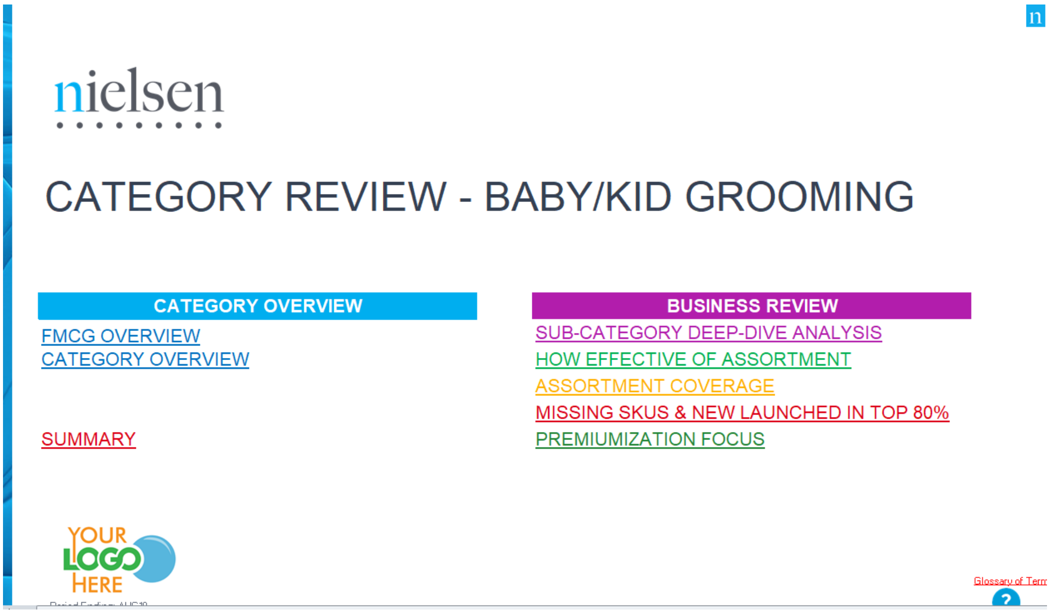
### VinPro, Adayroi, Vienthong A closed

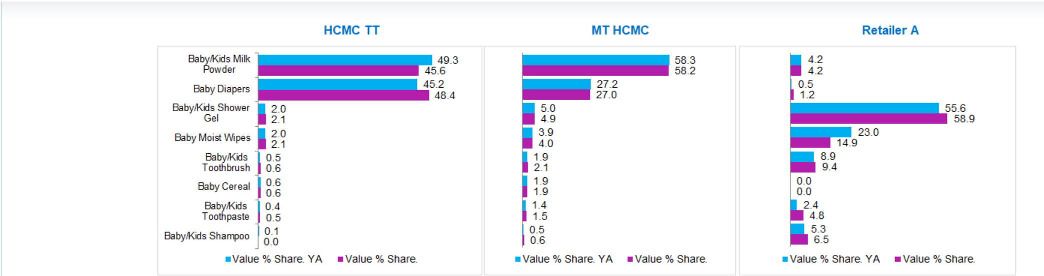

Recently, Mr Hien has officially closed all of the final QMart supermarkets in Ha Noi.This is an unhappy news, yet comes as a direct result of QMart's inability to compete with VinMart's convenient stores in Long Bien.

Source: Tradecircle, Retailer website

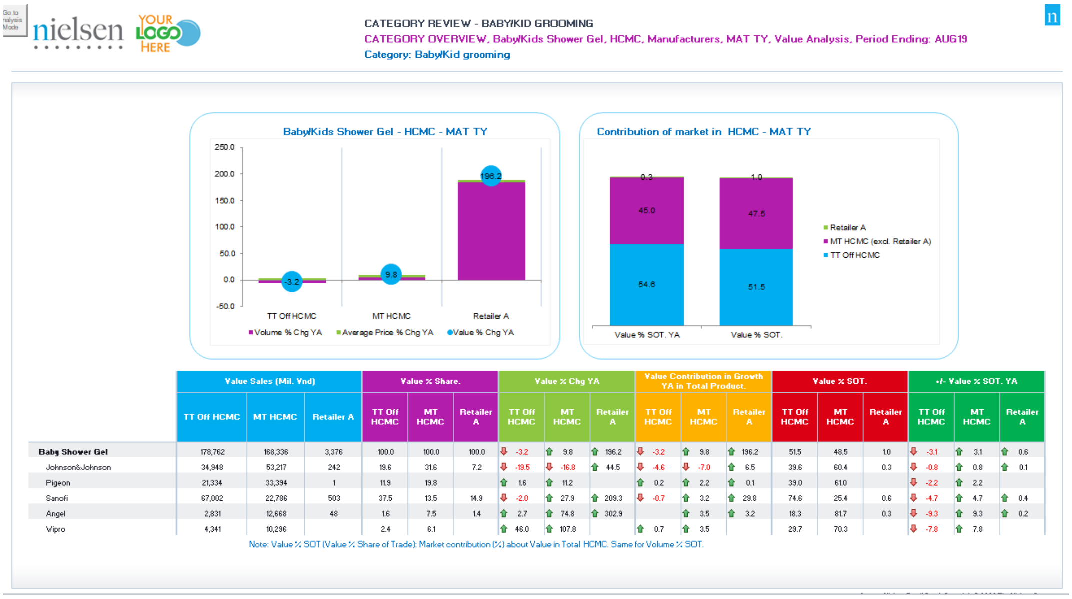

RESEARCH METHODOLOGY
Store evolution conducted period
1st Dec– 31st Dec 19
Retail news conducted period
1st Dec– 13th Jan
Scope
Cover major retailer chains
Source
• Retailer's Official Websites
• Desk research via news, Google
17

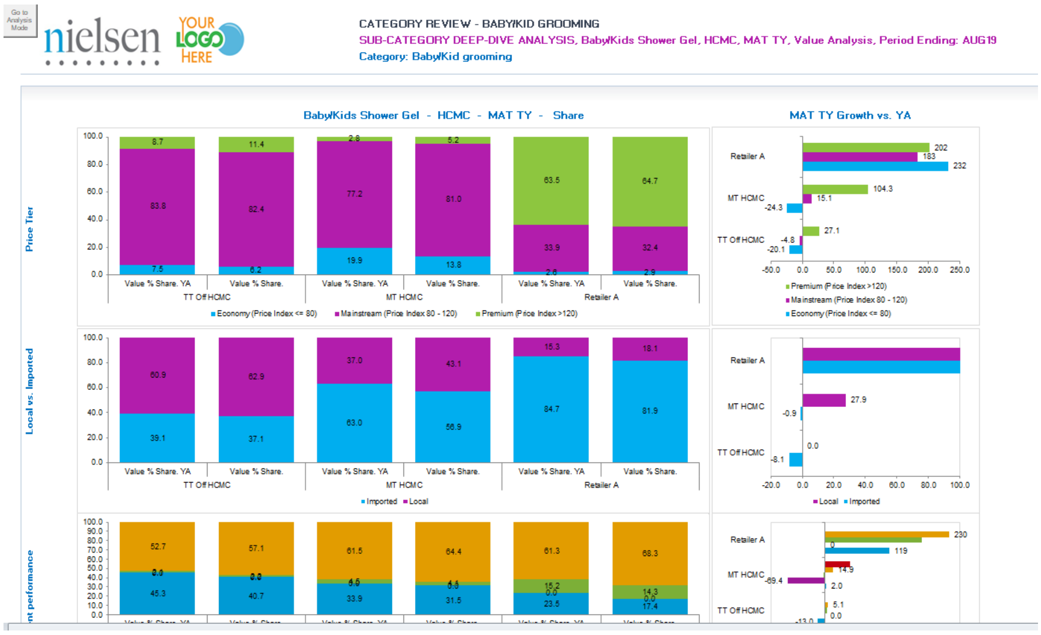
## 7.2 Appendix 2: An example of Category Review Dashboard

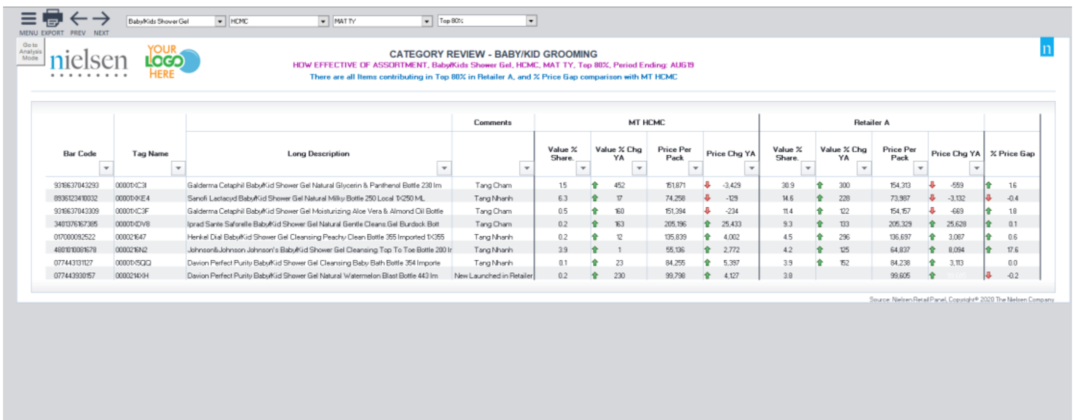



| | HCMC TT | | | MT HCMC | | | Retailer A | | |
|---|---|---|---|---|---|---|---|---|---|
| | Value % Chg YA | Value % SOT. | +/- Value % SOT. YA | Value % Chg YA | Value % SOT. | +/- Value % SOT. YA | Value % Chg YA | Value % SOT. | +/- Value % SOT. YA |
| **Total Baby/Kids grooming** | ↓ -9.0 | 70.8 | ↓ -4.2 | ↑ 12.3 | 29.2 | ↑ 4.2 | ↑ 179.5 | | |
| Baby/Kids Milk Powder | ↓ -15.8 | 65.6 | ↓ -6.1 | ↑ 12.0 | 34.4 | ↑ 6.1 | ↑ 183.8 | | |
| Baby Diapers | ↓ -2.6 | 81.3 | ↓ -2.0 | ↑ 11.3 | 18.7 | ↑ 2.0 | ↑ 572.9 | | |
| Baby/Kids Shower Gel | ↓ -3.2 | 51.5 | ↓ -3.1 | ↑ 9.8 | 48.5 | ↑ 3.1 | ↑ 196.2 | 1.0 | ↑ 0.6 |
| Baby Moist Wipes | ↓ -1.7 | 56.5 | ↓ -4.1 | ↑ 16.4 | 43.5 | ↑ 4.1 | ↑ 80.4 | 0.3 | ↑ 0.1 |
| Baby/Kids Toothbrush | ↑ 12.6 | 41.0 | ↓ -1.5 | ↑ 19.7 | 59.0 | ↑ 1.5 | ↑ 194.6 | 0.4 | ↑ 0.3 |
| Baby Cereal | ↓ -11.6 | 42.9 | ↓ -6.0 | ↑ 12.4 | 57.1 | ↑ 6.0 | | | |
| Baby/Kids Toothpaste | ↑ 10.1 | 42.4 | ↓ -3.3 | ↑ 25.8 | 57.6 | ↑ 3.3 | ↑ 453.5 | 0.3 | ↑ 0.2 |


CATEGORY REVIEW - BABY/KID GROOMING
CATEGORY OVERVIEW, Baby/Kids Shower Gel, HCMC, Manufacturers, MAT TY, Value Analysis, Period Ending: AUG19
Category: Baby/Kid grooming
Baby/Kids Shower Gel - HCMC - MAT TY
Contribution of market in HCMC - MAT TY
Value Sales (Mil. Vnd)
Value % Share.
Value % Chg YA
Value Contribution in Growth YA in Total Product.
Value % SOT.
+/- Value % SOT. YA
Note: Value % SOT (Value % Share of Trade): Market contribution (%) about Value in Total HCMC. Same for Volume % SOT.


CATEGORY REVIEW - BABY/KID GROOMING
SUB-CATEGORY DEEP-DIVE ANALYSIS, Baby/Kids Shower Gel, HCMC, MAT TY, Value Analysis, Period Ending: AUG19
Category: Baby/Kid grooming
Baby/Kids Shower Gel - HCMC - MAT TY - Share
MAT TY Growth vs. YA
Price Tier
Local vs. Imported


CATEGORY REVIEW - BABY/KID GROOMING
HOW EFFECTIVE OF ASSORTMENT, Baby/Kids Shower Gel, HCMC, MAT TY, Top 80%, Period Ending: AUG19
There are all Items contributing in Top 80% in Retailer A, and % Price Gap comparison with MT HCMC

## CATEGORY REVIEW - BABY/KID GROOMING

ASSORTMENT COVERAGE, Baby/Kids Shower Gel, HCMC, MAT TY, Period Ending: AUG19

Category: Baby/Kid grooming