kaizen retail marketing: think improving and act agile

Biography

Jung Sun’s added value to retailers is to PEP things up. She has worked for several decades in Dutch Retail for (inter) national retail chains as, C&A, Ahold, V&D, Action and Praxis. She works as freelancer under the name ‘PeP’ for different retailers and adding direct value by analyzing the situation, gets to the bottom core problem or challenge, makes a plan (executive, tactic, strategic level, which is necessary), solves the situation or takes care of the situation and then goes to the next retailer. This experience is very valuable due to the variance of companies, visionary thinking and handling things.

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