



香港城市大學
City University of Hong Kong
三十周年紀念 30th Anniversary

專業 創新 胸懷全球
Professional · Creative
For The World



OM Frontier Workshop Series:

A.S. Watson

Space & Merchandising Strategy

Mr. Joe Cheung

Senior Manager, Merchandising Planning

Watsons Hong Kong

**Date & Time : 11 April, 2015 (Saturday),
3:15 pm – 4:45 pm**

Venue : LT-2

Language : English

Biography

Joe Cheung, currently the Senior Manager of Merchandising Planning Department of Watsons Hong Kong, joined the company since 2009. At Watsons, the Merchandising Planning Department is commonly known as “Space Planning Team”. It is the department which optimizes retail area productivity by combining the management of range planning, macro-space and store design together.

Joe has over 10 years of experience in retail Supply Chain. Prior to joining Watsons Hong Kong, Joe was the Manager of Merchandising Planning and Supply Chain at Nuance Watson, a travel retailer business of A.S. Watson Group.

Joe received a Master of Science degree in Banking and Finance from the University of Birmingham, and in Supply Chain from Hong Kong Polytechnic University in 1994 and 2007 respectively.