



Merchandiser Manager / チャンダイザーマネージャー

外資系ラグジュアリーブランド

Job Information

Recruiter

Ascent Global Partners

Job ID

1471318

Industry

Apparel, Fashion

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 10 million yen

Refreshed

May 9th, 2024 14:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Role mission:

The Merchandising Manager is responsible for Buying activities of the assigned category/s in the Region (selection and quantity definition by store). As Merchandising Manager, you will buy client centric with the objective of tailoring the assortment for each country/city/store as well as ensure a flawless cross-functional in-season cooperation with other departments to ensure Sell-Through results.

Buying:Buying:

- Implement and translate the WW buying strategy at regional level based on market's specificities/priorities
- Guarantee the coordination of the image (through the buy) in the region and by store
- Coordinate the buying choices within the region with the objective of fully exploiting the WW product strategy
- Coordinate special projects across categories during the buying campaign (capsules, x-mas, Towards summer/winter, precious skin, caravans...)
- Partner with the Clienteling Manager to orchestrate buying activities during the buying campaign i.e.: Top Client requests, OTOs, Trunk Shows...

- Guarantee that the Carry Over proposal is consistently monitored and revised to its full potential by store with localized strategies
- Coordinate and collaborate across various Regional Functions on launches, new store openings, renovations, closures, events...
- In season analysis and strategy proposal to optimize assortments by store
- Manage the stock for the assigned category/s in the Region
- Rationalize and monitor stores' assortment (Newness vs Carryover)
- Coordinate with your local Inventory Planning team on defining the rules for stock distribution of Newness & Carry Over
- Work on reorders to take from Corporate Bulk
- Work on in-season cancellation proposals to Corporate Merchandising and follow up with local Inventory Planning and Corporate Supply Chain
- Work with other Merchandising team members in the development and execution of merchandise assortment and buying plans

Analysis and Feedback:

- Monitor sales and sell-through and initiate appropriate strategies and tactics to optimize stock and boost sales
- Monitor category business to maximize business priorities/opportunities
- Review of Competitor & Pricing analysis; Merchandising grid
- Collect and share qualitative comments on business to Corporate Merchandising counterparts through regular e-mails or calls
- Coordination with local Inventory Planning on delivery checks and newness allocation
- Organize Store Visits on a regular basis to gather qualitative feedback on clients and product trends
- Share monthly feedback to teams
- Monitor sales performance and activate tactical needs accordingly
- Analyse stock level, delivery status and merchandise allocation of assigned product categories in collaboration with Inventory Planning and identify growth opportunities

Store Visits:

- Conduct regular store visits (own store & competitors) based on business needs
- Help clarify assortments and product buying strategies to store teams (Newness & Carry Over)
- Help highlight important product information to store teams already communicated through Digital Training Modules to help emphasize their importance
- Participate and collaborate with the Local Team to secure product knowledge in stores
- Work closely with VM and Retail

Merchandise Planning:

- Highlight full potential opportunities per store, with bottom-up sales plan and forecast by store and category
- Conduct Sales plan reviews with Planning Team (Regional & WW)
- Evaluate sales potential by event/store to define the OTB split
- Evaluate the sales potential of products and collections by functions, lines, and price ranges to cover different customer segments and nationalities

Visual Merchandising:

- Give strategic input for visual set-ups in alignment with Retail and VM based on business needs to boost business performance
- Provide VM with all necessary Buying information to help facilitate implementation of strategies
- Closely work together with VM on New Launch strategies to secure successful Newness launches
- Work together with other Merchandising Team members on cross-category projects to give VM complete visibility to execute Actions
- Continuously share updates in Carry Over assortment & performance to fine tune Carry Over displays
- Share performance feedback and visual priorities (Newness & Carry Over) to help VM implement relevant strategies that will benefit the business

People Management:

- Coach a Merchandiser on daily/weekly/monthly tasks, as well as all seasonal Merchandising activities (Seasonal Buying, Product Training/Master Class, Regional Events, etc.).
- Serve as a good role model for the Merchandiser to look up to, providing appropriate support/advice as needed.

Required Skills

- Bachelor's degree in business administration, statistics, mathematics, engineering or related Supply Chain fields
- 5 years to 10 years' experience
- Experience in retail environment with hands-on knowledge of retail processes and procedures
- Strong accuracy & precision for analytical abilities
- Experience in using of Excel and BI tools to monitor performances and KPIs
- Excellent written and verbal communication skills
- Collaborative skills ability to work cross-functionally in a team environment
- Availability to travel
- Luxury fashion house experience preferred but not required.

Company Description