



PR/158515 | Sales Manager (FMCG Principal - Lower Trade)

Job Information

Recruiter
[JAC Recruitment Malaysia](#)
Job ID

1548034

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

August 6th, 2025 07:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Our client is an established FMCG (Food products) company, with backing from one of the largest MNCs in the world. As part of their business expansion, they are hiring for an experienced Sales Manager (FMCG - Lower Trade), to be based at Mont Kiara, KL.

Key Responsibilities:

- Work closely with area managers to ensure Sales Targets are met on monthly basis
- Lead and motivate the Team to achieve their KPIs strategically.
- Identify and execute sales opportunities to maximize sales efficiency.
- To work with Marketing Department on promotional activities planning & to ensure execution is carry out timely.

- Ensure Trade Offers structures are competitive to boost sales.
- Ensure promotional prices are implemented accurately at all fields.
- Ensure regular competitor pricing surveys are undertaken in each area.
- To align sales activities with marketing initiatives.
- Ensure stock commitment for each area is in line with forward sale forecasts.
- To ensure sufficient inventory level at all times to avoid Out of stocks situation.
- To identify area with high inventories, immediate actions are undertaken effectively
- To manage inventory ordering & forward inventory forecast with Area Managers on monthly basis
- Provide effective leaderships and motivation for all Sales Staff
- Setting and maintaining high service standard at all time

Job Requirements:

- At least 5 years working experience in Sales or Key Account Management (Preferably in the FMCG industry)
- Have strong analytical skills and comfortable dealing with numerical data
- Experience in field sales and working closely with distributors is highly desired
- Self-motivated & proactive; able to work independently.
- Competent in MS Office (Word, Excel, PowerPoint)
- Possess own transport and willing to travel outstation from time to time.

#LI-JACMY

#countrymalaysia

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Company Description