



PR/094838 | Business Manager, CASE

Job Information

Recruiter

JAC Recruitment Vietnam Co., Ltd

Job ID

1549504

Industry

Chemical, Raw Materials

Job Type

Permanent Full-time

Location

Vietnam

Salary

Negotiable, based on experience

Refreshed

August 5th, 2025 19:00

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

COMPANY OVERVIEW

A global company specializing in the chemicals and food ingredients industry

JOB RESPONSIBILITIES

You will promote the company, increase sales of existing business and further build new businesses in the CASE industry by seeking opportunities to ensure sustainable value growth of company. You will also seek to further establish market leadership and reputation of company in the CASE market segment.

The Business Manager, CASE will report to Senior Business Manager, Industrial

The role will be based in Vietnam, and travel will be part of the role.

Sales management

- Manage a set range of Accounts in Vietnam, further develop the existing customers and attract new ones in the CASE market segment. CASE.
- Work closely with the Senior Business Manager, identifying any additional opportunities in this area. Responsible for meeting set budgetary goals with particular emphasis on the turnover target.
- Secure and develop new businesses, obtain new suppliers and product line.
- Generate sales and profitable margins by managing and expanding existing business and targeting and opening new business.
- Manage, develop and understand the needs of a growing customer base, making regular visits to these accounts to build, maintain and manage relationships with key contacts at all levels.
- Seek and gather the right marketing/competitive information and propose to Managing Director for approval, in order to optimise returns to achieve business growth.
- Seek out, analyse and develop new accounts, promoting sales of both existing, new and development products in line with business growth strategies.
- Identify and recommend new product range opportunities through market survey.
- Gather, analyse, interpret and present market, product, competitor and industry data to enable development of the forward strategy of the business.
- Pro-actively monitor and review payment terms against customer portfolio, ensuring that payment terms and methods are adhered to, keeping business risk to a minimum. Ensure that payment terms and cash flow implications are considered at time of negotiation for all new and existing business.
- Create and communicate development plans to ensure that business objectives are optimised and sales retention and growth targets are achieved.
- Carry out visits to target customers to promote products and provide feedback to business and suppliers of customer response and activity.
- Seek solutions to continuously promote and upgrade company value proposition and service to Key Principals.
- Develop market and competitive intelligence around Key Principals.
- Responsible for generating sales, purchase forecast and overall inventory management.
- Support and develop Principal product portfolio within company. Support purchase price negotiations with Principals and price list coordination. Ensure compliance and conformity with local regulations for new businesses.
- Ensure the implementation and monitoring of campaigns.
- Ensure commercial excellence concept is well implemented.

Business Development

- Develop market mapping and identify priorities on growth opportunities especially in Vietnam.
- Develop a growth plan and value proposition of CASE business within Vietnam.
- Assist in sales and business development within Vietnam.
- Cascade projects and growth plan down into the local markets within Vietnam; Translate and communicate objectives to local teams, align business objectives and follow-up on relevant action plans.

Project Management

- Assist to translate budget targets into local action plans and pipeline.
- Identify new business opportunities and support local organizations in capturing these opportunities.
- Support, review and ensure delivery of results with local organizations
- Support and coordinate the sharing of knowledge and synergies between countries.
- Manage critical issues and mitigate risks involved with ongoing projects.

Reporting

- Track performance (internal and external) vs target and analyse results on a continuous basis.
- Signal issues and define improvement actions together with local teams and offer support
- Support reporting needs from MS Director on CASE product or market.

Market Intelligence

- Gather, structure and diffuse appropriate information about market developments (technical, competitors benchmark, principals, etc).
- Map the Total Addressable Market (TAM) on all of CASE applications market.
- Work with existing sales to map the TAM on the individual country on CASE.

JOB REQUIREMENTS

- Minimum Bachelor's degree (or higher) in Chemical Engineering/Chemistry or other similar technical qualification is required.
- Experience in selling products in CASE, i.e., coatings raw materials to the paint, ink, wood and industrial coatings industry will be mandatory.
- Good command of English (written and verbal) is a must.
- 5 years of progressive experience in sales / commercial / leadership roles.
- Excellent communication, negotiation and interpersonal skills.
- Able to liaise with people at all levels, both internally and externally.
- Strong team player.
- Excellent time management skills in order to follow different assigned targets.
- Highly organized, hands-on, able to work well under pressure, handle multiple priorities and meet deadlines.
- Sense of ownership and drive (problem solver, self-starter with a bias for prompt action and removing roadblocks, accountable to get things done in a timely manner).

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