



PR/159742 | Business Development Manager (FMCG)

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1564259

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

December 30th, 2025 11:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

A well-established Malaysian company based in Penang, with a strong presence in the wholesale and retail sector is seeking a dynamic and results-driven Business Development Manager to lead growth initiatives within the subchannel for Northern Region (Malaysia).

Job Responsibilities

- Build a network of restaurants customers, leveraging on existing accounts while actively recruiting new ones
- Identify and pursue new business opportunities to grow market share
- Achieve and exceed monthly, quarterly, and annual sales & collection targets
- Build and maintain strong relationships with key accounts, distributors, and end-users
- Execute promotions, campaigns, and business reviews aligned with company objectives
- Manage assigned territories to ensure full coverage and market penetration
- Monitor market trends, competitor activities, and customer feedback
- Ensure credit management, payment collection, and financial discipline

Job Requirement

- 5–7 years' experience in sales, business development, or channel management (FMCG/foodservice preferred)
- Strong knowledge of Route-to-Market in Foodservice, Modern and General Trade
- Excellent communication, negotiation, and relationship-building skills
- Analytical and comfortable using data for forecasting & business planning

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Company Description