



PR/096047 | Business Development & Strategic Partnerships Manager – Home Appliances Industry

Job Information

Recruiter

JAC Recruitment Vietnam Co., Ltd

Job ID

1602396

Industry

Other (Trade)

Job Type

Permanent Full-time

Location

Vietnam

Salary

Negotiable, based on experience

Refreshed

August 25th, 2026 02:00

General Requirements

Minimum Experience Level

Over 6 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

COMPANY OVERVIEW

We are seeking a highly skilled Business Development & Strategic Partnerships Manager – Home Appliances Industry.

Lead the research, evaluation, and development of business opportunities in the home appliance sector; act as the main liaison between company, international partners, and internal stakeholders.

Working Location: An Khanh – Ho Chi Minh

JOB RESPONSIBILITIES

- Develop strategic partnerships with international brands/partners.
- Conduct market research on the Vietnamese home appliance market, including consumer trends, competitors, distribution channels, pricing, and commercial opportunities.

- Develop business cases for projects, including business models, market entry strategies, distribution plans, e-commerce, marketing, revenue forecasts, and financial analysis.
- Conduct financial and commercial analysis to support management in decision-making and negotiations.
- Coordinate projects with the Finance, Marketing, Logistics, Legal departments and external consultants/partners.
- Prepare implementation elements such as operating models, staffing structure, roadmap, warranty/after-sales policies, and project launch conditions.
- Regularly report to the General Director on progress, research results, negotiations, risks, and issues requiring approval.

JOB REQUIREMENTS

- Bachelor's degree or higher in Business, International Business, Marketing, Economics, Commerce, or related fields.
- Minimum 5 years of experience in business development, partnership development, category management, international business, or commercial project management.
- Preference will be given to candidates with experience working with international brands, developing the Vietnamese market for foreign brands, or with a background in home appliances, consumer electronics, retail, or FMCG.
- Strong English skills, financial analysis, business planning, negotiation, presentation, project management, and stakeholder coordination are required.

BENEFITS

- Working Hours: 08:00 – 17:00 (Monday–Friday)
- Holidays: Weekends, public holidays, Tet holiday, annual leave
- Bonus: 1-month Tet bonus
- Salary Review: Once per year
- Social, health, and unemployment insurance
- Annual health check Performance bonus scheme
- Business travel allowance

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Company Description