



PR/160865 | Retail Sales Manager (Modern Trade)

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1604930

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

August 25th, 2026 13:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Job Overview

- We are looking for an experienced Retail Sales Manager to lead and grow retail sales operations. This role is responsible for developing sales strategies, managing key retail accounts and distributors, leading the sales team, and achieving revenue and profitability targets.
- The ideal candidate is a strong leader with solid retail sales experience, business acumen, and the ability to build strong customer relationships while driving sustainable growth.

Job Responsibilities

- Experience overseeing the Modern Trade (MT) channel.
- Proven experience leading Trading Terms Agreement (TTA) negotiations.

- Lead, coach, and develop the sales team, including merchandisers and external partners.
- Develop and execute sales strategies to achieve business growth and revenue targets.
- Manage key retail accounts and maintain strong relationships with customers and business partners.
- Negotiate and implement joint business plans, promotions, pricing, and product assortment strategies.
- Ensure excellent in-store execution and product visibility across retail channels.
- Work closely with marketing, supply chain, finance, and other internal teams to drive business performance.
- Analyze sales performance, market trends, and competitor activities to identify growth opportunities.
- Monitor sales results and take corrective actions to improve performance.
- Manage distributor performance and profitability.
- Lead sales forecasting and collaborate with supply chain teams to ensure product availability and customer satisfaction.
- Prepare regular business and sales reports for management review.

Job Requirements

- Preferably with bachelor's degree in Business, Marketing, or a related field.
- Minimum 6-8 years of retail sales experience, including at least 3-4 years in a managerial or leadership role.
- Proven track record in sales growth, account management, and team leadership.
- Strong analytical, planning, and problem-solving skills.
- Excellent communication skills on English, Mandarin & Malay
- Good understanding of retail operations, distributor management, and supply chain processes.

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#countrymalaysia

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Company Description