

PR/160872 | Retail Expansion Manager - Home Appliances

Job Information

Recruiter
JAC Recruitment Malaysia

Job ID
1605584

Industry
Retail

Job Type
Permanent Full-time

Location
Malaysia

Salary
Negotiable, based on experience

Refreshed
October 27th, 2026 18:00

General Requirements

Minimum Experience Level
Over 10 years

Career Level
Mid Career

Minimum English Level
Fluent Level

Minimum Japanese Level
None

Minimum Education Level
Associate Degree/Diploma

Visa Status
No permission to work in Japan required

Job Description

COMPANY OVERVIEW

A leading wellness and home appliance company is seeking a **Retail Manager** / **Senior Retail Manager (Retail Expansion & Strategic Growth)** to lead its retail expansion initiatives across Malaysia. This role will be responsible for identifying growth opportunities, securing strategic retail locations, managing landlord and mall relationships, and driving the successful launch of new stores nationwide. The successful candidate will play a key role in shaping the company's retail footprint, working closely with cross-functional stakeholders to develop and execute expansion strategies while ensuring long-term commercial success.

JOB RESPONSIBILITIES

- Develop and execute retail expansion strategies aligned with business growth objectives.
- Identify, evaluate, and secure strategic retail locations, shopping malls, and commercial sites.
- Build and maintain strong relationships with mall leasing teams, landlords, property developers, and key stakeholders.

- Lead end-to-end store development projects, including site selection, lease negotiations, fit-out coordination, and store openings.
- Conduct market analysis, catchment studies, competitor benchmarking, and ROI assessments to support expansion decisions.
- Recommend suitable retail concepts, store formats, and customer experience initiatives to strengthen brand presence.
- Monitor retail outlet performance and develop initiatives to improve sales productivity and profitability.
- Review store economics, occupancy costs, customer traffic patterns, and business performance metrics to optimize retail investments.
- Collaborate closely with Marketing, Finance, Operations, and other internal stakeholders to support business growth and successful project execution.
- Drive mall activations, promotional campaigns, and retail marketing initiatives for new and existing stores.
- Manage external consultants, contractors, and vendors throughout the store development and expansion process.
- Lead, mentor, and develop the retail team while fostering a high-performance culture focused on growth and execution excellence.

JOB REQUIREMENTS

- Bachelor's Degree in Business Administration, Retail Management, Marketing, Property Management, or a related discipline.
- Minimum 8–12 years of retail management experience, with at least 5 years in retail expansion, leasing, business development, or store development.
- Proven track record in retail expansion, site acquisition, lease negotiations, and nationwide store rollouts.
- Strong network and experience working with shopping malls, property developers, landlords, and leasing stakeholders.
- Demonstrated ability to conduct commercial assessments, market analysis, and expansion planning.
- Strong stakeholder management, negotiation, leadership, and project management skills.
- Experience leading teams and managing cross-functional collaboration within a dynamic business environment

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Company Description