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JAC Recruitment Malaysia

PR/160975 | General Manager - Beauty Distribution

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1609336

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

September 22nd, 2026 13:00

General Requirements

Minimum Experience Level

Over 10 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

A leading beauty distribution company is seeking a **General Manager** to lead and drive the overall business operations, commercial performance, and strategic growth of its beauty portfolio in Malaysia. This role will be responsible for full P&L ownership, managing principal brand relationships, driving omnichannel sales growth, overseeing retail and distribution operations, and leading cross-functional teams. The successful candidate will play a key role in shaping business strategy, strengthening market presence, accelerating digital growth, and ensuring operational excellence across all functions. Experience within the beauty, cosmetics, skincare, luxury retail, FMCG, or distribution industry is highly preferred

JOB RESPONSIBILITIES

Strategic Leadership & P&L Ownership

- Formulate and execute long-term commercial business plans to drive market share and profitability.
- Assume full ownership of the country P&L, including budget allocation, cost control, and margin optimization.
- Review financial performance regularly and implement corrective actions to meet EBIT targets.

Brand & Principal Management

- Act as the primary local custodian and liaison for global beauty brand principals.
- Align local marketing, commercial launch calendars, and visual merchandising with global brand guidelines.
- Negotiate distribution agreements, commercial terms, and exclusive brand representations.

Omnichannel Commercial Execution

- Drive sales and penetration across departmental stores, beauty chains (e.g., Watsons, Guardians, Sephora), and independent retailers.
- Accelerate digital growth by managing e-commerce channels (e.g., Shopee Mall, Lazada, TikTok Shop, brand dot-coms).
- Strategize and approve trade marketing activities, promotional budgets, and listing fee investments.

Supply Chain & Regulatory Compliance

- Oversee demand planning and forecasting to ensure optimal inventory turnover and prevent stockouts.
- Minimize write-offs by managing expired, near-expiry, or slow-moving cosmetic inventory.
- Partner with regulatory teams to guarantee 100% compliance with local health authorities and product registration laws.

Team Capability Building

- Lead, mentor, and upskill department heads across Sales, Marketing, Supply Chain, and Finance.
- Foster a high-performance culture by establishing clear KPIs and performance management systems.

REQUIREMENTS & QUALIFICATIONS

- Education: Bachelor's degree in Business, Marketing, or a related field (MBA is an advantage).
- Experience: 8–10+ years of commercial management experience within the beauty, luxury retail, or FMCG distribution industry.
- Proven Track Record: At least 3–5 years in a senior leadership or P&L-holding role (e.g., Country Manager, GM, or Business Unit Head).
- Industry Acumen: Strong existing relationships with local retail mall managements, key pharmacy chains, and major e-commerce platforms.
- Skills: Excellent negotiation, financial literacy, and data-driven problem-solving capabilities.

#LI-JACMY

#countrymalaysia

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Company Description