



PR/161008 | Key Account Manager (Fresh Produce / Grocery Channel- Premium Supermarket)

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1609860

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

September 15th, 2026 08:00

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

COMPANY OVERVIEW

A growing FMCG distribution company specializing in fresh produce and premium grocery products is seeking a **Key Account Manager (Premium Grocery Channel)** to drive sales growth and strengthen strategic partnerships with leading premium supermarket retailers across Malaysia.

This role will be responsible for managing key retail accounts, expanding market presence, securing product listings, and driving successful new brand launches within modern trade channels. The successful candidate will leverage strong relationships with retailers such as **Jaya Grocer, Village Grocer, Mercato, B.I.G., and other premium grocery chains**, while leading trade marketing initiatives including roadshows, in-store activations, and promoter management to maximize brand visibility and sales performance.

The position offers an exciting opportunity to play a key role in expanding the company's retail footprint, developing high-

impact commercial strategies, and contributing to the growth of both existing and newly introduced brands in the market.

JOB RESPONSIBILITIES

Key Account Management & Business Development

- Develop and maintain strong relationships with key buyers and decisionmakers within premium supermarket chains.
- Manage and grow existing retail accounts while identifying new business opportunities.
- Drive sales growth and achieve assigned revenue targets.
- Negotiate product listings, promotional activities, pricing, and shelf placement.
- Monitor account performance and implement strategies to maximize sales opportunities.

New Brand & Product Launches

- Lead the successful launch of new brands and products into retail channels.
- Develop and execute go-to-market activities in collaboration with retail partners.
- Work closely with retailers to ensure effective product placement and visibility.
- Monitor product performance and recommend initiatives to drive growth.

Trade Marketing & Retail Activation

- Plan and execute in-store promotions, roadshows, product sampling, and retail activation campaigns.
- Coordinate promoter recruitment, scheduling, training, and performance monitoring.
- Collaborate with retail partners on seasonal campaigns and promotional activities.
- Ensure effective merchandising and visibility at the point of sale.

Market Intelligence

- Monitor competitor activities, pricing trends, and consumer preferences.
- Identify opportunities for new product listings and category expansion.
- Provide market insights and recommendations to management.

Cross-Functional Collaboration

- Work closely with Operations, Supply Chain, and Marketing teams to ensure smooth execution and product availability.
- Support sales forecasting and inventory planning.
- Ensure compliance with company policies and industry requirements.

JOB REQUIREMENTS

Essential

- Minimum 3-5 years of experience in Key Account Management, Sales, or Business Development within FMCG, grocery retail, fresh food, or related industries.
- Strong existing relationships with Jaya Grocer, Village Grocer, Mercato, B.I.G., and other premium supermarket retailers.
- Proven track record in managing key retail accounts and driving sales growth.

- Successful experience in launching new brands or products into modern trade channels.
- Hands-on experience organizing roadshows, in-store activations, promoter management, and retail marketing campaigns.
- Strong negotiation, communication, and relationship-building skills.
- Commercially driven with a results-oriented mindset.

Preferred

- Experience in fresh produce, imported fruits and vegetables, or FMCG products.
- Understanding of modern trade operations, merchandising, and category management.
- Experience working with distributors, importers, or brand principals.
- Diploma or Degree in Business, Marketing, or related field.

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#countrymalaysia

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Company Description