



PR/159161 | Sales Manager (General Trade) - FMCG F&B - Hybrid work

募集職種

人材紹介会社

ジェイエイシーリクルートメントマレーシア

求人ID

1544745

業種

レストラン・フードサービス

雇用形態

正社員

勤務地

マレーシア

給与

経験考慮の上、応相談

更新日

2025年06月17日 10:15

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

ビジネス会話レベル

最終学歴

短大卒：準学士号

現在のビザ

日本での就労許可は必要ありません

募集要項

A multinational FMCG (F&B) company is looking for a Sales Manager - General Trade to drive the sales initiatives for the General Trade (GT) market in Malaysia, including planning sales and distribution strategies, as well as managing relationship with distributors and sub-distributors to gain support, facilitating the operation process in growing sustainable business in GT market.

Key Responsibilities:

- Achievement of sales, both sell in (shipment sales) and sell out (sales to trade), managing distribution and investment spend within budget for assigned distributor, activity agency, and business partners.
- Ensure key KPIs are met—covering business growth, profitability, sales fundamentals (distribution, OSA, visibility, processes, trade return), and demand planning (forecast accuracy and inventory coverage).
- Set and monitor sales target for the distributor sales team.

- Plan and evaluating promotion sales-to-cost ratios, regularly monitor sales performance and promotion effectiveness.
- Collaborate with agency and agency promotional sales team to drive sales (sell-out) growth in trade through events at mall, events at train stations and school activities to lift awareness and drive sales of products.
- Ensure the distributor sales team maintains strong distribution and ASO (Active Sales Outlet) of brands' SKUs across key business partners, while building and sustaining strong relationships with distributors and key business partners for long-term success.
- Manage inventory and supply chain needs, reviewing forecast accuracy.
- Developing and implementing General Trade (GT) channel strategies, evaluating and improving operational processes and Route-to-Market structures, as well as identifying potential strategic customers to drive business growth.
- Report market situation, analyse sales data, trends and review performance metrics set.
- Networking with key customers to understand and address their needs, while acting as the main liaison between distributors and internal stakeholders to ensure client requirements are effectively met.
- Liaise with Sales and Marketing departments to set and implement strategies for new products.

Requirements:

- Bachelor's degree in Sales/Marketing and/or Business Administration or equivalent is an added advantage
- At least 8 years of professional experience in sales roles, such as field sales, trade marketing, customer account management, etc
- Knowledge of FMCG categories
- Excellent analytical and strategic thinking skills
- Ability to resolve conflicts, propose solutions for business
- Strong communication and presentation skills
- Strong leadership and ability to motivate team members
- Able to work under pressure and display teamwork

#LI-JACMY

#stateKL

#countrymalaysia

会社説明