

## Job Description

**Position** : **Commercial Manager**  
**Reports To** : **VP Finance and CFO, Asia Pacific**  
**Department** : **Sales & Marketing**  
**Location** : **Vietnam**

### Position Objective:

This position will be responsible for Sales Development and Marketing for the Vietnam market. The objective of this role is to provide the sales leadership to direct the sales growth and sales force expansion of distributors and sales force and to support the independent salesforce in all aspects of business.

The incumbent of this position should have a proven track record in retail and franchising sales (preferably) and leadership of a sales force, as well as experience in marketing and promotions.

### Specific Accountabilities:

#### Sales leadership

- Leadership and sales direction of the Vietnam distributors, as well as channel expansion of the business.
- A sound Sales & Profit Plan that supports continued expansion and is in line with the strategic direction of the company to grow the channel.
- Distributor support through motivation, training, and recognition. Setup of the franchising business for the distributors.
- Create and enforce work standards and for all the franchising units to drive sales & profit growth.
- Analyze distributor performance and provide coaching to ensure effective execution of goals.
- Analyze both external and internal market factors for the market to assess market penetration, determine resource allocation, and set specific targets for expansion.
- Identify new distributors by developing potential pipeline of up and coming store owners.

#### Marketing and promotions

- Work with the marketing team to develop programs that meet the needs of the distributors and the consumers and generate sales and profits for the company.
- Identify product plan and launch products in a way that generates channel and sales force expansion and sales.
- Create and enforce marketing standards that are consistent for all the franchising units.
- Design promotions that intent recruiting, promoting out and sales.
- Conduct product forecasting to ensure sufficient inventory.
- Responsible for management of inventory.

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### **General management**

- Provide country results to regional office through established weekly, monthly and quarterly reporting requirements.
- Analyze trends and take timely corrective actions.
- Assure consistent sales growth through a sound Business Plan.
- Represent COMPANY in legal (legislative actions) and community relations.

### **Specific Skills**

- Strong Influential and Interpersonal skills
- Great written and oral communication skills in English
- Retail and Franchising experience is required
- Fluent in Vietnamese and English
- Strong leadership skills
- Strategic thinker – achiever
- Analytical skills

### **Experience**

- Experience in senior sales and management positions. Proven track record in direct sales is a plus.
- 5 – 7 years of sales and marketing experience
- Excellent working knowledge in Vietnam (business laws)
- University degree or similar

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