

## Business Development Manager South China

**Location:** Guangdong

**Sector:** Food & Beverage

**Starting date:** ASAP

**Job Reference:** CDS-2024-014

### ABOUT THE COMPANY

Our client has been providing chocolatiers and pastry chefs with exceptional products for a long history. As it has for the past 100 years, it continues to dedicate its expertise, high standards and passion to helping culinary professionals push their creative limits and perfect their craftsmanship. The top choice of leading chefs around the world, it's constantly innovating to offer chefs the widest range of distinctive chocolate and praliné flavor profiles. Our client aims to broaden chefs' and consumers' culinary horizons, making every taste an exceptional experience.

### Mission

The Business Development Manager South China first goal is to accelerate the growth of the company's brands (sales, turnover and profit) by creating a strong link and trust in between its brands and its partners (distributors and customers), from which he will create a full value chain for the company.

### RESPONSIBILITIES

#### 1. Business Development – Commercial:

According to the company and its brands' KPI and considering his Distribution Partners' profile / constraints the Business Developer South China will have to design, define, and implement the best commercial strategy to develop the brands in the different countries with a key focus on:

Distribution:

Through data analysis provided by the company's distributors (Sell Out) + external data from the company itself / Consulting companies:

- Assess the company's current distribution situation / market qualification and identify additional distribution potential in different channels (Hotels, restaurants, pastry chains, KAS, pastry studios, etc....) in the country
- Route to market: evaluate and design the best route to market to distribute product to end users (from the company's main distributor to end users and / or through 2nd / 3rd Tiers wholesalers) in the country
- Portfolio distribution: evaluate the possibility and build plans to enlarge the distribution of the products portfolio within current customers (Bonbons, Couvertures, ingredients, decors, etc....)

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- Compare current distribution of other products from distributors, identify additional distribution opportunities and build plans with the distributors to capture the additional related business
- Product launches: based on the company's global / regional strategy and depending on local needs, design, define and execute product / innovation launches for the country to develop the business

#### Pricing / Value Chain:

- Evaluate the current pricing strategy per brands / channels - propose and implement corrective action plans if needed in collaboration with distributors while considering margin expectations / targets from distributor / customers
- Define, recommend, and agree on the best pricing strategy for launch of new products / innovations with distributor / customers
- Design, define and recommend the best value chain for the company's different stake holders (distributors / 2nd and 3rd Tiers wholesalers) in order to offer the appropriate pricing strategy taking into consideration the competitors pricing strategy
- Evaluate the competition landscape & price positioning, issue and recommend corrective actions if needed in collaboration with the distributor

#### Promotions:

- Design, define, agree, and implement with the distributor sales force / customers the most effective promotions when needed (seasonal promotions, new product launches, commercial promotions)

#### Distributor Management:

- Build with the Distributor Annual Joint Business Plans / Partnership programs, agree on Annual targets (Turnover, Volume, and Margin) and Business Drivers / Action plans (Distribution, Commercial strategy, Promotions, Sales Force Incentives, Pastry Activities, etc...)
- Monthly Meetings: review on a monthly basis current business results against initial targets, evaluate the implementation of our agreed action plans and issue corrective actions plans / recommendations to our distributor in order to hit the common targets
- Work closely with Regional / HQ resources in Pastry, Marketing, Sales Development, Operations and Finance in order to deliver local plans agreed with distributor / main customers
- Lead, Enable, Engage and Energize Distribution Partner Sales Force in order to implement the agreed action plans with the distributor (Distribution enhancement, promotions, innovation launches, etc....)
- Develop and implement Brand trainings for the Distributor Sales Force in order to grow their selling skills / capabilities / Attend weekly / monthly sales force meetings to update them on the last news / objectives of the company
- Develop Sales Aid / Selling tools / Incentives for the Distributor Sales Force in collaboration with the company's Distributor
- Organize visits on the field with the Distributor sales force in order to grow their selling skills capabilities / organize monthly / quarterly / annual incentive for distributor sales force when it's relevant

## 2. Business Development – Marketing:

- Serve as an ambassador of the brands that will be managed in the South Region China

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- According to the company's Marketing strategy, build a marketing infrastructure both online and offline that effectively connects to the appropriate audience – Identify and engage the Key Opinions leaders
- Translating promotional tools (Social media postings, promotional materials, etc.) to all related to the brands.
- Coordinate with the company's brand manager and its new brands for China
- Design, Define and build an efficient planning for all pastry activities for the region according to the needs of the market (New Product launches, public chefs demonstrations, stages in Tokyo School / HQ in Europe, Buffets à la technique, ATR, etc....) in order to increase loyalty of our customers, recruit new users, upskill partners (chefs), and develop the business in the long term – follow up and evaluate the impact of the company's activities (marketing / commercial)
- Design / define and implement the right marketing plans / activities in South China (salons, advertising, social media / networks, customer loyalty programs, etc....) from within annual brands marketing budget + distributor marketing budget
- Event planning for new product launches, public chefs' demonstrations, and other media related functions

### **3/ Business Development - Customers focus:**

- Build with Key customers in South China Annual Joint Business Plans, and agree on Annual targets (Turnover, Volume, and Margin) and Business Drivers / Action plans (Distribution, Seasonal Promotions, recipes, etc....)
- Identify main clients (20/80) in different channels (Hotels, restaurants, pastry studios, chocolatiers, wholesalers), organize visits and identify their main needs (bakery / pastry market) in order to provide and implement products, recipes and services which will meet perfectly clients' expectations and develop the business
- Identify potential clients and design tailor-made plans (recipes, personalized products / moulds, marketing program, commercial offer) in order to continue to develop the business

### **4/ Internal Reporting:**

- Report / communicate on a monthly basis local results (Sales, Turnover, Customer / Distributors meetings, pastry activities) and issue recommended action plans in order to hit company targets
- Report / communicate marketing budget status to the different stakeholders on a monthly basis (marketing, finance, area manager)
- Report / communicate monthly activities (customer visits, pastry activities commercial follow up)

## **REQUIREMENTS**

### **Client Oriented Mindset**

- Work directly with clients – in meetings and in daily correspondence. Anticipates needs and provide solutions proactively in collaboration with the distributors.
- Ensure highest standard of all deliverables to clients in coordination with your management and the local distributor.
- Provide direction and leadership to the distributor team in the development of sales and implementation of projects with clients.
- Passionate about gourmet food and the F&B universe, able to relate to customers' environment.

### **Metrics and Analytics curiosity**

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- Track metrics for recording the success and quality of the sales in your territory. Use these metrics to guide your work and uncover hidden areas of opportunity.
- Analyze the business and conduct in depth analysis; routinely debrief on current business and future opportunities. Provide recommendations and action plan based on data.
- Utilize analytics tools to track all pertinent account information and sales progress to drive growth.

### Attitude

- Able to strike a balance in a Chinese business environment, working along both local and international colleagues, partners & clients
- Not afraid to voice your own opinions
- Relation builder (good social skills), net-worker, able to bring people to cooperate
- Diplomat: able to achieve compromise, while protecting and fostering the interest of our company
- Open to change – continuously learning and improving your own skill set.
- Take ownership of outcomes and responsible for your areas results

### Values

- Sharing
- Respect
- Team Spirit
- Creativity
- Self- Expression

### Ideal Qualification

- Fluent in Mandarin, both spoken and written – Mandatory
- Fluent in English, both spoken and written – Mandatory
- Cantonese is a plus
- French speaking / understanding is a plus
- Experienced with living and/or working in South China and familiar with its cultural environment
- Bachelor's or Master's Degree or equivalent experience in Business-related field
- Minimum 3-5 years' relevant experience in the field of business development
- 5 years of bakery/pastry experience and familiarity with this type of product
- Project experience
- Willing to travel 30% to 40% of his/her time.

## APPLICATION

Please send your resume and your motivation letter to:

[sc-recruitment@ccifc.org](mailto:sc-recruitment@ccifc.org)

**Mail subject :** Your name | Job title - location [Job reference]

Ex. Your name | Business Development Manager - Guangzhou [CDS-2024-014]

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