

Position: **Regional Sales Manager- Horeca & Retail**

Location: Bangalore (Hyderabad/Chennai)

Salary: As per company and industry standard, with sales incentives.

ABOUT OUR COMPANY

Company Details: Arthur's Food Company Pvt. Ltd. is a source for high-quality food products. With a German chef, and European technology we specialize in food processing

following European standards and classic recipes. Arthur's Food Company applies German

and Swiss knowledge to create a European taste experience using local ingredients in

combination with high quality German food industry supplements. For more details on the

company, please access the website www.arthursfood.com

RESPONSIBILITIES

- Responsible for Sales & marketing Pork, Chicken & Vegan Products (With German Expertise).
- Responsible for Primary and Secondary Sales for the assigned region (Retail/Institutions/Modern trade/ HoReCa)
- Act as a service contact between the company and its existing and potential clients
- Responsible for increasing distribution in the region.
- Meet new customers and develop relations culminating to sales.
- Sales ownership, review own sales performance, aiming to meet or exceed targets.
- Work out and drive annual sales & operations plan.
- Review periodic performance and develop marketing plans / budget for all product groups as a contribution to the corporate planning / budgeting.
- Responsible for Brand Promotional activities and building brand image in respective region.
- Responsible for appointment of promoters in the region for retail, if required.
- Visiting HoReCa customers and institutions on a periodic basis for sales.
- Visiting all company operated stores & deli counters to Review Sales & inventory.
- Ensure regular Payment follow-up and timely collection of payment
- Enlistment of company's products in Modern Trade / Retail outlets.
- Gaining market intelligence with competitor analysis and market share of the company.

- Liaison with inter departments of the company for smooth operation.
- Periodical review of sales team performance.
- Preparing Daily/Weekly/Monthly sales report.
- Any other MIS report required by management.
- Adhering to the company policies.

DESIRED CANDIDATE PROFILE

- Experienced in HoReCa & Institutional Sales, General & Modern Retail & Marketing.
- Excellent communication & Organizational skills.
- Excellent verbal & written communication in English + 1 local language
- Must Be Target Oriented & Team Player
- The candidate should be able to perform under pressure and to meet target / deadlines
- Have direct contacts with Executive Chefs / Purchase Manager of the hotels.
- Willing to travel at short notice.

Industry: Frozen and Chilled Food Industry. preferably with exposure in meat industry.

Functional Area: Institutional Sales/ HoReCa /Retail, Sales Modern Trade,

Desired Experience: Minimum 5+ years of experience in Chilled/Frozen Food/Meat Industry.

Qualification: Graduation / Post-graduation/MBA

Employment Type: Full Time

No of Position: 1