# POSITION SPECIFICATION

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| **Position** | Category Manager |
| **Company** | DFI Retail Group |
| **Location** | Hong Kong |
| **Reporting Relationship** |  |
| **Website** | <http://www.dfiretailgroup.com> |

# COMPANY BACKGROUND / CULTURE

DFI Retail Group (“Group”) is a leading pan-Asian retailer. At 30th June 2021, the Group and its associates and joint ventures operated over 10,000 outlets and employed some 230,000 team members. The Group had total annual sales in 2020 exceeding US$28 billion.

The Group provides quality and value to Asian consumers by offering leading brands, a compelling retail experience and great service; all delivered through a strong store network supported by efficient supply chains.

The Group (including associates and joint ventures) operates under a number of well-known brands across five divisions. The principal brands are:

Food

Grocery retail – Wellcome in Hong Kong S.A.R.; Yonghui in Chinese mainland; Cold

Storage in Malaysia and Singapore; Giant in Malaysia and Singapore; Hero in

Indonesia; and Robinsons in the Philippines.

Convenience stores – 7-Eleven in Hong Kong and Macau S.A.R., Singapore and Southern China.

Health and Beauty

Mannings in Chinese mainland, Hong Kong and Macau S.A.R.; Guardian in Brunei, Cambodia, Indonesia, Malaysia, Singapore and Vietnam.

Home Furnishings

IKEA in Hong Kong and Macau S.A.R., Indonesia and Taiwan.

Restaurants

Hong Kong Maxim’s group in Cambodia, Chinese mainland, Hong Kong and Macau

S.A.R., Malaysia, Singapore, Thailand and Vietnam.

Other Retailing

Robinsons in the Philippines operating department stores, specialty and DIY stores.

The Group’s parent company, Dairy Farm International Holdings Limited, is incorporated in Bermuda and has a standard listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. The Group's businesses are managed from Hong Kong by Dairy Farm Management Services Limited through its regional offices.

DFI Retail Group is a member of the [Jardine Matheson Group](http://www.jardines.com/).

**OUR MISSION**

To give our customers across Asia a store they TRUST, delivering QUALITY, SEVIRCE and VALUE.

**DFI Values:**

* We put our customers first… always
* We respect each other
* We do the right thing
* We care passionately

**THE ROLE:**

* To liaise with Marketing Department about developing attractive and interesting promotional events which follow pre-agreed selling plan.
* To work closely with retail and sales management to ensure that store layouts, promotions and display techniques are effective in maximizing sales and profit from the specific merchandise categories.
* To establish and maintain effective margin and price controls which maximize business profits whilst delivering a good value offer to the customer.
* To negotiate and work with vendors to build mutually beneficial relationships to ensure long term strategic partnership, leading to lower costs and higher margin.
* To manage stock levels and mark-downs to ensure that product availability is high
* To develop and train subordinates ensuring that they are customer and product focused.

**THE PERSON:**

* University graduate
* At least 7 years solid category management, trade marketing, or account servicing experience in FMCG industry
* Strong influencing, negotiation and communication skills
* Good analytical skill, well-planned and acute market sense
* Proficiency in English and Chinese
* With category management experience of personal care, beauty or health is preferred

**OUR RESPONSIBILITY**

**We offer the chance to be a part of history** to participate in the transformation of DFI

* Competitive salary and benefits.
* The chance to join a diverse group of leaders from all over the world who are passionate, collaborative, and bring the knowledge of the multiple companies to DFI.
* The opportunity for career growth not just within the diverse and multiple industries within DFI, but across the Jardine Matheson group.
* Discounts to our diverse brands for your everyday and special occasion needs in grocery and health and beauty.
* You get to play hard, have fun at work and participate in our culture of helping those around you
* The ability to be a part of and make a difference in the lives of millions of people bringing great fresh food and health & beauty solutions to Southeast Asia.

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DFI Retail Group is responsible for ensuring that all personal information collected from each Candidate presented to DFI Retail Group is used for recruitment purposes only and the data collection process is in accordance with all applicable laws and compliant with the Code of Practice on Human Resource Management.

To find out more about Our Businesses and Our People, please visit our website: https://www.DFIretailgroup.com

We are an equal opportunity employer. Personal data collected will be kept and handled confidentially by authorised personnel for recruitment purposes only. We will retain the applications of candidates not selected for a period of no more than 24 months. A copy of our Privacy Policy can be accessed by visiting our Company website.”  
  
Issued by The Dairy Farm Company, Limited