# POSITION SPECIFICATION

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| **Position** | Product Development 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:**

As an integral part of our Own Brand team, you’ll be responsible for the end to end development of your category including:

* Developing a customer focused category strategy for our supermarkets across Asia.
* Completing competitor reviews to ensure we are developing ranges that differentiate us in the market.
* Identifying and partnering with suppliers to develop great tasting products!
* Working alongside our technical team to ensure we are delivering safe, legal and great quality products, as well as attending factory trials and first productions.
* Our Product Development Managers act quickly to transform ideas into products and then bring products into a reality for our customers. They love the exhilaration of operating with pace and passion and bringing their products to life in our stores

**THE PERSON:**

* Degree holder with Food Science or Science related subjected is an advantage
* A minimum of 5 years’ experience in FMCG purchasing, Product Development, Food Technical or R&D, preferably in Own Brand or with a strong culinary/ food science background
* A sound understanding of product development and category management metrics with strong passion into global industry developments and food trends to deliver customer driven marketing leading innovation
* Candidates with advanced understanding and knowledge of product formulations, manufacturing, packaging and testing applications, with a basic knowledge of applicable government regulations is highly preferable
* Excellent analytical skills, being highly organized with the ability to prioritize projects and tasks
* Outstanding influencing, negotiation and stakeholder management skills
* Experience in managing a number of suppliers.
* A good command of spoken and written Cantonese, English and Mandarin
* Extensive travel to all our markets across North Asia and South East Asia

**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