



<b>Job Title</b>	<b>Business Account Manager - Modern &amp; Online Retail</b>
<b>Business Unit</b>	<b>BBU</b>
<b>Function/Region</b>	<b>Commercial - SEA</b>
<b>Location</b>	<b>Malaysia</b>
<b>Leader</b>	<b>Country Manager, Malaysia</b>
<b>People Leadership</b>	<b>No</b>
<b>Leader</b>	<b>4A</b>

**Role Purpose:**

The Business Account Manager will lead development of annual Joint Business Plans and build effective customer trading relationships with each group to profitably maximise the distribution, promotional activity and sales of the WG&S portfolio through the off-trade and ecommerce channels in Malaysia.

**Accountabilities:**

- Develop, implement, monitor and adjust individual account plans in order to achieve Channel strategy and profitability targets through sound financial planning, brand strategy implementation, resource management and effective use of systems and processes
- Effectively manage all aspects of customer relations in order to achieve agreed volume, value and account contribution target and develop a mutual joint business plan with the designated customers to deliver continued profitable business growth
- Lead and drive critical negotiations with Key Customers, developing senior trade relationships and establishing positive relationships and joint working practices with the designated customers through effective cross functional networking to optimise distribution, brand activation, visibility, NSV and profit for company within agreed budgets and business guidelines
- Monitor and review the effectiveness of account plans, making adjustments needed for any new market/trade factors after the agreement with the customer and internal stakeholders
- In alignment with Brand Strategies, contribute to the development and executive of the channel agenda through driving improvement of brand performance at point of purchase through clear and focused approach, customer excellence and brand activation
- Agree the Annual Promotional Plan with each group for all brands/SKUs taking into account promotion frequency and depth when compared to the competitive set and within the agreed promotion budget, ensuring a high standard of customer centricity
- Build positive working relationships with Customer Marketing, Brand Marketing and technical teams to build robust Omni-channel plans for execution
- To optimise ongoing growth and profitability for the Channel by seeking out and identifying new challenges and opportunities to drive against strategic aims

<b>Created by:</b>	Jimmy Low
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<b>HRBP:</b>	Bao Yi Koh
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