



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Sales Planning Manager</b>
<b>Business Unit / Group Function</b>	ODC
<b>BU Team / Sub-Function</b>	Commercial / Sales
<b>Location</b>	Seoul, Korea
<b>Team Leader Role</b>	Head of Sales
<b>Role Level</b>	4A
<b>Team Members</b>	Yes
<b>Role Purpose</b>  The role provides sales planning for organisation to deliver sale performance against target. The role leads and drive Plan-Do-See process as well as key action planning to deliver or improve shipment, depletion and market share for business. The role also involves managing performance of key outlet interventions, managing product allocation, and also coordinating with SCM for volume consensus process.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Manage annual target (Shipment, Depletion) and allocate target by brand, channel, sales team</li><li>• Interact with sales team to monitor shipment, depletion, market share status and to create action plan to achieve sales target as needed</li><li>• Based on the analysis of sales trends, competitor activity, and customer activity, find implications and discuss with the sales team to establish and propose an actionable business plan</li><li>• Manage commercial product allocation by sales team(On, Off Trade) base on Commercial Forecast</li><li>• Cross coordination of SCM for consensus volume forecast and consolidation (Monthly, Quarterly)</li><li>• Control trade budget in line with A&amp;P budget</li><li>• Develop/activate Shopper Marketing plan in line with annual Integrated Business Plan and Quarterly Integrated Business Operating Rhythm</li></ul>	
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