### **Nepal Liquors**

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https://www.nepalliquors.com/

**Modern Trade Officer** 

## **Basic Information**

Job Category : Media/Entertainment

Job Level: Mid Level

No. Of Vacancies: 1

**Employment Type: Full Time** 

Job Location: Kathmandu, Nepalgunj

Offered Salary: Negotiable

Apply Before: 2025-11-26 (21 Days, 14 Hours From Now)

### Job Specification

Education Level: Bachelor Degree

Education Required : Bachelor's Degree In Business Administration, Marketing, Or A Related Field.

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Experience Required: Greater Than 3 Years

# Other Specification

#### **Qualifications:**

- Bachelor's degree in Business Administration, Marketing, or a related field.
- Proven experience in modern trade sales, preferably in the FMCG industry.
- Strong negotiation and relationship-building skills.
- Excellent communication and presentation abilities.
- Analytical mindset with the ability to interpret sales data and market trends.
- Ability to work independently and as part of a team in a fast-paced environment.
- Proficiency in Microsoft Office suite (Excel, PowerPoint, Word).
- Willingness to travel extensively as required.

### **Job Description**

#### **Objective:**

As a Modern Trade Officer, your main objective is to manage and grow sales within modern trade channels for our FMCG (Fast-Moving Consumer Goods) company.

#### **Responsibilities:**

- 1. Develop and execute strategies to increase sales and market share within modern trade channels.
- 2. Build and maintain strong relationships with key stakeholders including retailers, distributors, and decision-makers in modern trade outlets.
- 3. Implement promotional activities and initiatives to drive product visibility and consumer engagement in modern trade stores.
- **4.** Monitor market trends, competitor activities, and consumer preferences to identify opportunities and threats within modern trade.
- 5. Collaborate with the sales team to ensure availability, visibility, and placement of products in modern trade outlets.

- **6.** Analyze sales data and performance metrics to evaluate the effectiveness of modern trade strategies and make data-driven decisions.
- 7. Conduct regular store visits to assess product availability, display standards, and compliance with company policies.
- **8.** Negotiate and manage trade terms, promotions, and contracts with modern trade partners to maximize profitability and achieve sales targets.
- 9. Provide timely and accurate reports on sales performance, market trends, and competitor activities to management.
- 10. Work closely with marketing, logistics, and finance teams to ensure seamless execution of modern trade activities and initiatives.