

United Arab Emirates Jobs Expertini®

Brand Manager

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Company: Apparel Group

Location: , , United Arab Emirates

Category: sales-and-related

POSITION OBJECTIVE - The position is responsible for overall brand development and implementation for maximized sales and profit. - Strategize for brand penetration and positioning within the region to create brand image in the market. **Key Responsibilities**

Brand Growth and Profitability - Maximize sales and profitability of brand stores in line with Company targets. - Develop the brand launch strategy in consultation with the Brand General Manager. - Control costs within budgetary guidelines for the brand stores. - Maximize productivity in stores through effective deployment of resources at brand stores to ensure complete sell through as per brand product, style and assortment plans. - Review feedback from territories on Brand acceptance and customer expectations. - Ensure adherence to financial plan in all key areas - sales, markdowns, margin and average inventory. - Create the brand positioning in consultation with the Marketing team and Brand Principal / Brand General Manager. - Involve in recruitment and training of team members.

Brand Merchandise Planning and Product Selection - Study merchandise requirements for assigned brand by setting sourcing triggers based on actual sales, sales forecasts, company order parameters, inventory checks, forthcoming events, replenishment needs. - Design the merchandise plan (pricing, promotion, assortment etc.) with the team for timely availability of stocks at the stores. - Determine buying requirements and formulate buying plan and budget. - Conduct product selection in coordination with the buying requirements and the product research received. - Ensure effective in-season management across territories (stock balancing, markdown management, stock analysis, stock vs. sales performance). **Brand Image** - Create brand awareness "Club Apparel". - Coordinate with Retail Operations to

collate the feedback on retail and brand operations. - Develop Strategy for Visual Merchandising at Stores and ensure implementation of the same. Market and Competition Research - Acquire market intelligence through various sources and analyze trends that may impact business. - Research the brand acceptance within the region or any new territory and identify any inputs on brand customizations required. - Map competition prices / products and provide qualitative inputs to business. - Research and look at new sites for brand outlets and discuss the same with the Operations Manager and General Manager. - Research on the latest trends in products, brands, styles, designs, fits etc. Projects & Administration - Evaluate the selected site on parameters like trade area, customer base, additional merchandising considerations and seek internal approvals. - Co-ordinate for new store openings and re-fits with the operations and projects team. - Ensure brand outlet locations are in line with the brand strategy and positioning. - Ensure adherence to the store opening plan.

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