

United Arab Emirates Jobs Expertini®

Brand Manager

[Apply Now](#)

Company: Apparel Group

Location: united arab emirates

Category: other-general

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.

#J-18808-Ljbfrr

[Apply Now](#)

Cross References and Citations:

1. Brand Manager [Ghanajobs](#) Jobs united arab emirates [Ghanajobs](#)
2. Brand Manager [Australiacareers](#) Jobs united arab emirates [Australiacareers](#)
3. Brand Manager [Helsinkijobs](#) Jobs united arab emirates [Helsinkijobs](#)
4. Brand Manager [losjobs](#) Jobs united arab emirates [losjobs](#)
5. Brand Manager [Trademethejobs](#) Jobs united arab emirates [Trademethejobs](#)
6. Brand Manager [Bostonjobs](#) Jobs united arab emirates [Bostonjobs](#)
7. Brand Manager [Canadajobscareer](#) Jobs united arab emirates [Canadajobscareer](#)
8. Brand Manager [Tollywoodjobs](#) Jobs united arab emirates [Tollywoodjobs](#)
9. Brand Manager [Luxembourgjobs](#) Jobs united arab emirates [Luxembourgjobs](#)
10. Brand Manager [Servicemanagementjobs](#) Jobs united arab emirates [Servicemanagementjobs](#)
11. Brand Manager [Smartjobsearch](#) Jobs united arab emirates [Smartjobsearch](#)

12. **Brand Manager Researchjobs Jobs united arab emiratesResearchjobs ↗**
13. **Brand Manager FlightattendantjobsJobs united arab emiratesFlightattendantjobs↗**
14. **Brand Manager Smartjobsearch Jobs united arab emiratesSmartjobsearch ↗**
15. **Brand Manager TeachingeducationJobs united arab emiratesTeachingeducation↗**
16. **Brand Manager KuwaitjobstodayJobs united arab emiratesKuwaitjobstoday↗**
17. **Brand Manager Topjobsearch Jobs united arab emiratesTopjobsearch ↗**
18. **Brand Manager Omanjobs Jobs united arab emiratesOmanjobs ↗**
19. **Brand manager Jobs United arab emirates ↗**
20. **AMP Version of Brand manager ↗**
21. **Brand manager United arab emirates Jobs ↗**
22. **Brand manager Jobs United arab emirates ↗**
23. **Brand manager Job Search ↗**
24. **Brand manager Search ↗**
25. **Brand manager Find Jobs ↗**

Source<https://ae.expertini.com/jobs/job/brand-manager-united-arab-emirates-apparel-group-1968-29327/>

Generated on: 2024-05-01 by [Expertini.Com](https://expertini.com)