

Brand Manager - Food - Mezzan Holding Co

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Company: Talent Pal

Location: Kuwait City

Category: other-general

Develop and recommend marketing initiatives and plans to gain a competitive edge in the marketplace at the Point of Purchase and ensure alignment with organizational objectives

Lead and implement marketing initiatives to achieve brand and sales milestones in line with the business objectives (sales targets revenue targets increase in product/brand presence market share etc.)

Develop plans for marketing investments and ensure expenses are within the assigned budget limits to create a positive financial impact on business revenue

Identify and recommend improvement opportunities to the Sales and Brand teams to reduce business costs and enhance customer satisfaction

Develop targeted initiatives for shoppers activity which are relevant to the customers thematic events and shopper portfolio

Lead need gap analysis for consumer requirements and commission market research for relevant sectors relating to the shopper and brand portfolios through internal and external sources

Study reports related to customer needs business opportunities and market trends and coordinate with senior management to support strategic decision making

Conduct market visits across channels to analyze the point of purchase (POP) drivers competitor activities customer feedback seasonal demand impacts etc. and provide

course corrections to internal teams if required

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