



Client aims to be a globally leading company in providing innovative solutions for the development of consumer goods. Strategically located in Singapore with close proximity to major manufacturers and suppliers in Asia. They have an overseas office located in Beijing, China, to tap on a global base for manufacturing resources and to better monitor and analyse the latest global trends.

Business Development Manager

JOB PURPOSE

Responsible for the sustained growth and profitability of the Company.

Overall

1. Prepares the annual Business Development Plan; as well as prepares the annual Work Plan.
2. Define and follow up of yearly targets and objectives.
3. Develop and implement strategies for new products and services.
4. Determine new opportunities by analyzing business needs as well as trends.
5. Provide direction, guidance to the department to ensure alignment with the Company's strategies.
6. Lead and develop staff by identifying training needs.

Business Development and Marketing

- 1 Pro-actively hunt for target organizations and establish communications with those businesses that can benefit from our Company's services
- 2 Further develop multi-tier relationships to organically grow the clients' accounts
- 3 Meet collaborative partners and explore efficient ways to develop partnerships
- 4 Build referral and lead generation network
- 5 Develop the corporate brand strategy
- 6 Develop and manage marketing tools and collateral for existing and new clients
- 7 Implement business models so as to create new ventures
- 8 Forecast long and short-range market potential in the Asia Pacific for Management's analysis
- 9 Adopt a hands-on approach in monitoring the implementation and execution of marketing programmes
- 10 Develop strategies and game plan for telemarketing and cold calling



Client Relations

- 1 Increase the company's involvement with existing clients
- 2 Develop and deliver the business plans through carrying out research, formulate market analysis and deliver accurate business reports
- 3 Create a client database for continual account management
- 4 Work closely with Finance department on quotations to clients
- 5 Preparation of contracts and legal documentations
- 6 Conduct market analysis with the assistance of the research team

Salary: \$7K – \$8.5K per month

Interested candidates are invited to submit your latest updated resume stating your availability of employment, current, achievements and expected salary to Adrian Collin Png at: adrian@collincrawford.com