

## **JD – Purple Champion**

### **Roles & Responsibilities**

- Plan and execute order booking at retailer point in market and ensure order delivery.
- Plan and execute order booking at distributor in urban town and ensure order delivery.
- Build customer relationship with distributor, Retailers in market.
- Manage outlet, resolve for damaged goods, act as a liaison between retailers, distributor, and distributor by addressing issues and solving problems.
- Maximise retailer interest and sales levels by displaying products appropriately.
- Ensure proper communication of schemes, margin structure and help customers in driving sales with right product portfolio.
- Drive value target, new outlet addition, new product launch, visi cooler deployment and merchandising.
- Monitor stock movement and consider markdowns, promotions, price changes, clear outs etc
- Monitor store inventory based on sales and intake
- Execute posters, banners of right products at the right stores in market.
- Collect Bill value from retailers and help tally distributors.