

Job Description & KRA	
Date	: 25th December, 2025
Document No.	: JD-KRA/2024/12/K0052
Job Title	: Junior Sales Merchandiser
Employee name	:

Position Summary

The Junior Sales Merchandiser is responsible for ensuring optimal product presentation, inventory management, and promoting sales growth in retail stores or outlets. They act as a link the company's sales team to maintain high product visibility and brand standards.

Job Description (JD): Junior Sales Merchandiser

Section 1 Merchandising:

- Arrange and display products to enhance visibility and attractiveness.
- Ensure that shelves are stocked and properly organized according to company guidelines.
- Implement promotional displays and signage as instructed.

Section 2 Sales Support:

- Support the sales team in achieving revenue targets through product placement and promotion.
- Gather customer feedback and report any issues or trends to the sales manager.
- Assist in setting up product promotions and campaigns in the store.

Section 3 Relationship Management:

- Build and maintain strong relationships with CRM Team, Dispatch Team and Sales Executives.
- Act as a liaison to resolve product-related concerns or issues.

Section 4 Reporting and Documentation:

- Provide regular updates on merchandising activities and sales trends.
- Prepare reports on competitor activities and market trends.
- Maintain accurate records of daily activities and accomplishments.

Key Responsibility Areas (KRA): Junior Sales Merchandiser

Section 1 Product Presentation & Display:

- Ensure 100% adherence to company display guidelines.
- Maintain clean and attractive shelves and promotional setups.

Section 2 Sales Performance Contribution:

- Contribute to achieving sales growth of 90% in assigned territory through strategic merchandising.
- Increase product visibility and sales through creative in-store displays.

Section 3 Customer Interaction & Feedback:

- Gather and document at least 10 customer insights weekly to share with the sales team.
- Address and resolve product concerns reported by retailers or customers promptly.

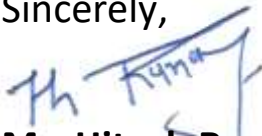
Section 4 Reporting & Insights:

- Submit accurate and timely daily/weekly reports.
- Highlight emerging market trends or competitive activities to the sales manager.

Acceptable By

Ms.
Junior Sales Merchandiser)

Sincerely,


Mr. Hitesh Rana
(HR Manager)