

## Franchise Development Manager 经营发展经理

**Location:** Guangzhou

**Sector:** Clothing industry / retails

**Starting date:** ASAP

**Job Reference :** CDS-2023-017

### ABOUT THE COMPANY

Our client has two brands of men's clothing in China. With more than 20 years of experience in the clothing industry and has over 300 stores all over the country. We are committed to providing an energetic environment and a good development platform for employees. One of our brands is a well-known French brand, it is the first batch of international brands to enter China after the re-establishment of diplomatic relations between China and France. Mainly engaged in men's smart casual clothing and the target customers are mature management.

### RESPONSIBILITIES

- According to the company's development needs, formulate a brand market expansion plan. 根据公司发展需要，制定品牌市场拓展计划。
- According to the company's performance goals, in charge of marketing research and customer development. 根据公司的业绩目标，负责市场调研和客户开发。
- Responsible for the completion of the company's performance goals. 负责公司业绩目标的完成。
- Responsible for franchise customer operation support and counseling. 负责加盟店客户运营支持和咨询工作。
- Responsible for communicating with various departments of the company according to the operational needs of franchisees, and handling follow-up feedback on time. 根据加盟商的经营需求，负责与公司各部门沟通，并及时处理后续反馈。

### REQUIREMENTS

- College degree or above, major in clothing and marketing. 大专以上学历，服装、市场营销相关专业。
- At least 3 years of experience in market expansion, and more than 3 years of experience in franchise customer management. 至少3年以上市场拓展经验，3年以上加盟客户管理经验。
- Rich clothing industry customers, shopping malls, outlets resources. 丰富的服装行业客户、商场、奥特莱斯资源。
- Strong market analysis ability and the ability to improve customer. 较强的市场分析能力，提升客户业绩的能力。
- Strong team management ability, able to make effective decisions and solve problems within the scope of management. 较强的团队管理能力，能在所管理的范围之内有效决策并解决问题。
- Mature and stable, good at communication and negotiation, strong in principle, good professional ethics. 成熟稳重、善于沟通谈判、原则性强，良好的职业操守。

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- Can adapt to the needs of work and business trips. 可适应工作出差需要。

## APPLICATION

Please send your resume and your motivation letter to:

[sc-recruitment@ccifc.org](mailto:sc-recruitment@ccifc.org)

**Mail subject :** Your name | Franchise Development Manager - Guangzhou [CDS-2023-017]

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