

Brand Manager For Men's Store

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Company: Saeed Buksh Pvt. Ltd

Location: Lahore

Category: other-general

Brand Manager For Men's Store

Saeed Buksh Pvt. Ltd, Pakistan Degree in Marketing preferably in Fashion Marketing.
(Graduate/Masters, experience is preferred.)

Formulate, direct and coordinate marketing activities and policies to promote Mens Store products and services. Providing marketing and Customer service direction Structuring and implementing seasonal marketing plans Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives and market characteristics. Develops yearly Marketing plans for determination of optimal Product Mix, Pricing Strategy, Media Mix and Distribution Expansion Requirements Securing ads for the Magazine from different organizations and working closely with them whilst maximizing the exposure of the Mens Store business Develop pricing strategies, balancing firm objectives and customer satisfaction. Coordinate activities of departments, such as sales, graphic arts, media, finance, and research. Events Management, Brands & Mens Store PR Coordination and Strategy. VIP customers Strategy, CRM / Loyalty Program, MTM strategy. PR Strategy for the company luxury side & the CEO in synergy with Lotus. Prepare and negotiate advertising and sales contracts. Focusing on development of company business as well as expansion into untapped markets. Develops yearly sales promotion/advertising budget to get it approved by the CEO. Develops sales forecasts and implements sales promotion strategies/tactics to meet targets set by the Management.

Job Specification Communication skills Negotiation skills Monitoring abilities Coordination Judgment & Decision making ability Speech Clarity

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