

We're Hiring!

Sales Development Manager

Join our growing team and play a key role in expanding our presence in the HORECA and Institutional markets.



JOB RESPONSIBILITIES

- Develop and implement long-term business growth strategies for HORECA and Institutional channels
- Set, monitor, and achieve sales targets through effective team leadership and performance management
- Identify and develop new business opportunities and expand market presence
- Manage and grow key accounts including hotels, restaurants, and corporate clients
- Conduct market analysis including trends, competitor activities, pricing strategies, and customer behavior
- Prepare strategic reports and provide data-driven insights to support business decisions
- Collaborate with the Marketing team to execute Below-the-Line (BTL) campaigns, activations, and promotional strategies
- Contribute to product positioning, pricing strategy, and value proposition development
- Build and maintain strong, long-term relationships with clients to ensure high customer satisfaction
- Ensure accurate demand forecasting, inventory planning, and supply chain coordination
- Lead, train, and develop the sales team to enhance performance and productivity
- Prepare and present regular MIS, sales performance, and market intelligence reports to management



EDUCATIONAL REQUIREMENTS

- Bachelor's degree in Business Administration, Marketing, or related discipline
- MBA from a reputed university will be considered an advantage



EXPERIENCE REQUIREMENTS

- 4-8 years of experience in Sales, Business Development, Key Account Management, or HORECA channel management
- Experience in FMCG, Food Service, Frozen Food, Dairy, or Distribution industry will be preferred



ADDITIONAL REQUIREMENTS

- Strong communication, negotiation, and presentation skills
- Excellent analytical and reporting capability
- Proficiency in MS Office applications
- Ability to work independently and under pressure
- Strong leadership and team management capability
- Passion for business growth and customer relationship development



JOB LOCATION

Dhaka, Bangladesh



COMPENSATION & BENEFITS

- Attractive salary package
- Mobile allowance
- Festival bonuses
- Career growth opportunities
- Friendly and professional working environment



APPLICATION PROCEDURE

Interested candidates are requested to send their updated CV to:

career@bontonfoods.com

Subject Line: Application for Sales Development Manager



HOTELS



RESTAURANTS



CAFES



CORPORATE
CLIENTS