



## **Business Development Executive/Manager**

### **Introduction**

The seafood industry is a very special place to be, and this is more so at Hai Sia Seafood, a company that is at the crossroads of a transformational change. Food is a large part of our lives – it is a form of sustenance for some, and an art for others. Seafood promises boundless possibilities, in terms of quality, sources, seasons, cooking styles and presentations. At Hai Sia, seafood is a craft. We believe that good seafood can be affordable and accessible. Above all, we believe this craft, so close to our hearts, should be shared with more people.

Just as the mastery of seafood is a craft, a huge part of this transformational change hinges on seeking and developing like-minded people. People who enjoy food as much as we do, people who believe in value-creation as much as we do, and people who believe that better things can come if we put our hearts into perfecting our work.

### **About Hai Sia**

Hai Sia, translated from Teochew, means the sound of the sea. From her humble beginnings in 1976 as a hawker stall at Mei Ling Street, Hai Sia has grown to be a familiar establishment at Jurong Fishery Port.

Today, Hai Sia is a HACCP-certified company that is involved in both the fresh and frozen seafood trade. Hai Sia provides integrated services including processing, packaging, deep-freezing and cold storage.

We are on an exciting track of change and have an opportunity for an individual to join us as a Business Development Executive/Manager.

### **Special note by the management team**

Many will associate a business development role to one that is closely tied to sales, numbers and targets. This is not wrong, but this is not only it. We seek an individual who truly wants to be invested in this role and trade, and see the mission of connecting people closer with their food sources as one that is meaningful and rewarding. Just like Hai Sia who is at our crossroads, should you want to do more with your life and career, we welcome you to join us.

#### **Focus:**

- Seek and qualify new business opportunities while enhancing existing opportunities
- Understand customers' needs and recommending the appropriate products that best meet their needs and exceed their expectations in building a sustainable relationship

#### **Responsibilities:**

- Identify seafood consumption trends and industry trends
- Develop sales strategies and action plans to ensure revenue growth and to improve market share for all product lines/channels
- Develop pricing strategies based on product lines and sales channels
- Maintain high standard of brand and product knowledge
- Prepare periodic trade and competitors' intelligence reports
- Manage sales revenue, operation budgets and provides forecasting reports
- Develop a close working relationship with Marketing on promotional activities





Experience & Qualifications:

- Keen interest in the seafood industry
- Experience in developing specific products for specific channels, deriving and executing appropriate promotion campaigns and marketing tactics with proven track records
- High level of interpersonal skills to bridge internal parties and build sustainable relationships with external parties
- Bachelor/Diploma in Business Administration and/or minimum 5 years experiences in sales
- Ability to speak mandarin and local dialects is an added advantage

Interested candidates, please send your CV detailing your experiences, qualifications and expected salary to [hr@haisia.com.sg](mailto:hr@haisia.com.sg). More information of the company can be found at [www.haisia.com.sg](http://www.haisia.com.sg).