

An international company, our client is an iconic brand in the cosmetics industry, recognized for its innovation and wide range of beauty products. The company has grown into a global leader in cosmetics, skincare, and haircare. With a philosophy centered on quality and creativity, they offer products that cater to the diverse needs of consumers while upholding strict safety and efficacy standards.

Their commitment to innovation, diversity, and sustainability has enabled them to maintain a strong position in the international market while fostering values of social and environmental responsibility.

To support its continued growth, we are seeking a Retail Business Manager.

## Retail Business Manager (H/F)

### MAJOR DUTIES

In this role, you manage key accounts across perfumery, parapharmacy, and retail channels, driving B2C and B2B growth through online platforms and wholesale partnerships. You'll focus on sales targets, customer retention, and market expansion, ensuring alignment with company strategy and achieving budgetary goals. Your main responsibilities are :

- **Key Account Management:** Acquire and manage new key accounts in perfumery, parapharmacy, and alternative retail channels, and tracking sales KPIs and budgets.
- **B2C Sales Development:** Manage and grow B2C retail customers and online sales platforms by setting annual targets, customer agreements, and presence of flagship products in stores.
- **E-Commerce and Wholesale Expansion:** Develop market share on B2C and B2B e-commerce platforms through site partnerships, sellout strategies.
- **Wholesale Client Management:** Oversee wholesale clients in the Benelux, and ensure alignment with group strategy, while achieving turnover and distribution goals.
- **Customer Retention and Acquisition:** Implement measures to manage overdue accounts, retain existing customers, and gain new ones, while adhering to budgetary and strategic goals.
- **Organisational Expertise:** Ensure fluid communication between departments, continuous market understanding, and proposition of innovative and proactive solutions.

## PROFIL

- At least 3 years of successful sales experience.
- Mastery of sales and negotiation techniques.
- Strong interest in the market, competition, and products.
- Ability to manage sales budgets.
- Comfortable with Office Suite programs.
- Very good command of English, French, and Dutch.
- Autonomous, rigorous, and customer-, results- and solutions-oriented,
- Ability to manage priorities and stress.

## OFFER

- Join a growing international company known for the quality of its products.
- The opportunity to work in a dynamic international environment.
- To enter a company that fosters your development and the acquisition of new skills.

## INTERESTED?

Send your CV along with a cover letter via URL or to [recruitment@pahrtners.be](mailto:recruitment@pahrtners.be).

YOUR APPLICATION WILL BE TREATED WITH  
COMPLETE CONFIDENTIALITY.