

Retail Operation Manager 零售运营经理

Descrição da função

Develop operational strategy and implementation, review retail strategy through data performance and customer feedback. Maintain smooth communication with regional team and retail customers to obtain more market feedback and demand, and continuously strengthen retail business during project execution.

Retail operation strategy development and implementation

- Control the retail operation direction and execution plan, adjust the strategy in real time according to the channel performance.
- Correctly understand and analyze the future development trend of retail business
- Identify retail goals and break them down into actionable goals
- Analyze retail channel performance, set targets for each channel and track them
- Combine tracking results with real-time review and an evolving view of current strategies
- In the retail dimension, the overall layout of retail channels is considered

Data management

- The correct acquisition and use of data to empower retail customers, promptly repairing and monitoring possible vulnerabilities in the data
- Data monitoring: Monitors key data generated in actual services to ensure data health
- Data empowerment: Apply current business data to actual retail operations to give retail customers more tools

Business communication

- Understand the real needs of retail customers and translate them into deliverable projects.
- Internal communication: Coordinate the resources required for operational development, analyze the actual resource utilization, and point out the direction that needs to be strengthened.
- External communication: Integrate all current resources to actively and effectively communicate with retail customers to make them understand the direction of foreign policy.

Retail business strengthening

- Constantly summarize the problems in the operation and continuously optimize
- Analyze the advantages and disadvantages of current retail



Identificação da vaga
REF64331Q

Área funcional
Marketing and Sales

Local
Yang Pu Qu

Nível de liderança
Leading People

Modalidade de trabalho
Onsite Job

Contato
Morrison Tang

Pessoa jurídica
Continental Tires Co., Ltd.

projects, and continue to optimize them, including O2O, O2O 2.0, extended warranty, etc

- Combined with the current demand of retail customers, combined with the development direction of the industry, research on future retail projects

Requisitos

- Bachelor degree in Business Management/Statistics
- Good in English and communication
- Solid experience in data analysis or retail operations and marketing
- Experience in cross-functional project
- Ability to listen and learn
- Multi-international company working or cooperation experience

O que oferecemos

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Quem somos

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