

## Category Manager (Electronic Firm)

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Company: Fuzu

Location: Nigeria

Category: other-general

### Job Summary

Contract Type:

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### Requirements

BA in Business Administration, Marketing or similar relevant field Degree in or Business Administration

3 - 5 years' work-related experience as a Category Manager in ICT & Supply chain industry

Sales skills, Communication skills, Basic computing skills in excel, Presentation skills, Negotiation skills, Emotional intelligence, Analytical skills, Leadership skills.

### How to Apply

Interested and qualified candidates should send their CV using Category Manager as the subject of the mail.

### Responsibilities

Develop the Home & Office Appliance Product Category strategy, to ensure the Product Categories Target are met in line with the organizational Product strategies

Liaise with all Sales Channels to propose and evaluate category-centric sales and advertising activities, across Offline and Online sales channels.

Monitor category-specific business performance, traffic and user trends to generate actionable

category assortment insights.

Conduct market surveys to provide customer-focused insights, to help advise category assortment strategy for wholesale, retail and E-Commerce platforms, using consumer demand signals, external data, pattern recognition and industry expertise.

Catalyze cross functional teams (marketing, sales and operations) to act on these insights and deliver business impact.

Propose new assortment additions, pricing, promotions and exclusivity to deliver a best-in-class category assortment.

Create category-specific assortment plan for key seasonal moments and drive implementation with the marketing, inventory and sales team.

Facilitate partnerships, onboarding and upscaling new merchants by providing seller & category-specific insights. Own relationship with existent onboarded sellers and Key Accounts.

Create sell-out strategies for slow-moving products, while monitoring inventory ageing and replenishment patterns

Leverage all Point of Sales, Ecommerce, Distribution, Corporate and Retail data to develop deep understanding of the quickly moving and evolving category dynamics. Interpret data to deliver objective category insights, analysis, and thoughts that offers disruptive category growing opportunities.

Have a comprehensive understanding of category landscape to help identify and drive strategic sales opportunities and customer growth objectives

Advice merchandising team on offers for B2B and B2C integrated marketing campaigns with the aim of acquiring and retaining customers.

Be responsible for category-specific consumer experience. Partner with operations team to translate customer insights into strategies which drive performance.

Leading category management projects to optimize ranges and related merchandising.

Manage a comprehensive portfolio of Home & Office Appliances category brands and

OEM's; while developing appropriate strategies to ensure profitable partnerships, product sourcing and profitability for the category.

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