



## CAREER IN ACI

The mission of ACI Fertilizer is to provide complete plant nutrient & soil health solution to the farmers for optimum crop production with quality products, new technology, better customer service & effective communication.

ACI Fertilizer collaborates with the government, as well as agro-research institutions to find out the best agricultural practices that can promote better yields. It trains retailers and farmers partnering with government and non-government organizations about the benefits and nutrient contents of different fertilizers, helps farmers to select a balanced mixture of fertilizers for their land and encourages farmers to use organic and bio fertilizers in order to restore soil health and enhance sustainability of natural resource. For more info, log into: <https://acifertilizer.com/>

### Product Manager – ACI Fertilizer

#### Job Responsibilities: \_\_\_\_\_

- Preparation of marketing plan for assigned portfolio for existing/ new products.
- Prepare the annual portfolio budget and P&L statement.
- Develop new business, extension of the product line and also work on possibilities of local business diversification.
- Collect information and set strategies for demand generations by portfolio and by product.
- Make appropriate strategy for Increasing brand visibility and make sure brand growth by aligning business objectives.
- Maintain the entire product portfolio division and provide the appropriate business direction aligned with the sales team.
- Prepare promotional material of assigned products and supervision of utilization & result of utilization of promotional materials.
- Monitor national sales achievement against the budget as well as the target in respect of volume and value and to evaluate individual product performance.
- Prepare and up-date the costing of all products with the price change of raw and packing materials and other parameters like devaluation of currency, change of duty structure etc.
- Visit the market to assess and update the performance of ACI as well as the competitors and thereafter formulate competitive strategy according to the prevailing situation.
- Develop the packaging materials of the products which are under development and also look for cost effective and creative alternatives of existing one.
- Coordinate with the cross functional department regarding RM, PM, ROFO, production, credit management, Distribution, MIS, HR etc.

#### We Require: \_\_\_\_\_

- B.Sc Ag, MS, MSc, BBA, MBA (Agriculturist will get priority with relevant experience)

#### We Offer: \_\_\_\_\_

- Professional working environment
- Competitive compensation package

- Minimum 5-7 years of experience in Fertilizer, Seed or Crop Protection industry
- Exceptional analytical skills
- Excellent social skill
- Flexibility to field visits outside Dhaka
- Performance based career path

**Job Level** \_\_\_\_\_

- Mid Level

**Job Location** \_\_\_\_\_

 ACI Centre, Dhaka

*Application deadline: **26 May 2021***  
*Canvassing in any form will immediately lead to disqualification*

**Our Values** \_\_\_\_\_

- Quality
- Customer Focus
- Fairness
- Transparency
- Continuous Improvement
- Innovation



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