

## Zonal Business Manager

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Company: Cafe Coffee Day

Location: uttar pradesh

Category: other-general

### About Café Coffee Day

Café Coffee Day is India's largest café chain in terms of the number of café outlets with more than 460 cafes across the country. CCD, as it is popularly called, opened its first café in Bengaluru in 1996 and has pioneered the coffee culture in the chained café segment in India by bringing in a range of delectable food and beverage products served in a contemporary, youthful ambience, and offering a variety of novel experiences - all with a promise of "A lot can happen over coffee!". CCD operates through Coffee Day Global Limited (CDGL), a subsidiary of Coffee Day Enterprises Limited. CDGL is arguably India's largest coffee retail conglomerate with leadership position also in the automated beverage dispensing solutions under the brand name Coffee Day Beverages with distribution across more than 1330+ towns and cities across India. CDGL also operates a network of 280+ refreshment kiosks offering affordable food and beverages for on-the-go customers under the Coffee Day Xpress brand name.

### Key Responsibilities and accountabilities of the Role:

#### Strategic Planning

Zonal Business Managers are responsible for developing and implementing strategic business plans for their designated geographic zone. This involves setting goal, objectives, and key

performance indicators (KPIs) to ensure the zone meets or exceeds its targets

### Team Management

They oversee a team of Area or Regional Managers and other staff within their zone. This includes hiring, training, coaching, and mentoring team members, as well as setting performance targets and conducting regular performance reviews.

### Sales and Revenue Growth

Zonal Business Managers are accountable for driving sales and revenue growth within their assigned zone. They work with their teams to develop and execute sales strategies, monitor sales performance, and make necessary adjustments to achieve or exceed sales targets.

### Market Analysis

They analyze market conditions, trends, and competition within their zone to identify opportunities and threats. This information is crucial for making informed business decisions and adjustments to strategies.

### Budget Management

Zonal Business Managers often have financial responsibility for their zone, which includes managing budgets, controlling costs, and ensuring that financial objectives are met.

### Relationship Management

Building and maintaining relationships with key customers, partners, and stakeholders within the designated zone is essential. Zonal Business Managers may also be responsible for resolving customer issues and ensuring customer satisfaction.

### Compliance and Reporting

They ensure that the activities within their zone adhere to company policies and regulations. This involves monitoring compliance and providing regular reports to higher management on zone performance and relevant metrics.

### Communication

Effective communication is a crucial part of the role. Zonal Business Managers need to liaise with senior management, other departments, and their teams to ensure smooth operations and alignment with the company's overall goals and strategies.

### Problem Solving

Zonal Business Managers are often tasked with addressing and resolving issues and challenges that arise within their zone. This may involve trouble shooting operational problems, resolving disputes, and finding creative solutions to meet objectives.

### Performance Evaluation

They are responsible for evaluating the performance of their team members and implementing performance improvement plans when necessary. They may also identify training and development needs to enhance the skills of their teams.

### Continuous Improvement

Zonal Business Managers are expected to continuously seek ways to improve operations and processes within their zone to increase efficiency, performance evaluation.

### Desired Candidate Profile:

- Graduation with MBA from reputed institution
- 10 + years of experience
- Candidates from Retail (Food & Beverages / QSR / FMCG) are preferable.

### Functional Skills:

- Excellent communication skills, both written and verbal, are essential for interacting with team members, senior management, customers, and other stakeholders.
- Strong analytical skills to assess market conditions, competition, and performance metrics, and to performance Evaluation.

### Technical Skills:

- Demonstrated leadership abilities, including team management, coaching and mentoring, are crucial.
- Knowledge of industry trends and competitive landscape.
- Ability to travel to various locations within the designated area.
- Familiarity with the industry or sector in which the company operates is important.
- Understanding market dynamics, trends, and customer behavior within the specific industry is valuable.
- Strong emphasis on teamwork and collaboration, both within the zone and with other departments in the organization.
- The capability to adapt to changing market conditions and demonstrate resilience in the face of challenges.
- The ability to build and maintain positive relationships with key customers, partners, and performance Evaluation.

### Language Fluency:

- English, Hindi any other local language.

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