

Job Title: Marketing and Business Development Specialist

Wei-Chuan U.S.A., Inc. is looking for a Marketing and Business Development Specialist to work at 80 Amity St., Jersey City, NJ 07304

Job Duties:

- Collect and analyze data on customer demographics, preferences, needs, and buying habits to evaluate Wei-Chuan's market operations.
- Compile and analyze data on local and national markets on competitors to evaluate their prices, sales, method of marketing and food variety so as to prepare reports and make recommendations to the corporate management.
- Analyze statistical data on established and prospective customers to determine consumer preferences and analyze new food product lines.
- Prepare reports of findings, illustrating data graphically and translating complex findings into written text.
- Conduct feasibility studies on new products.
- Compile information regarding trends affecting food industry, and to help develop and formulate marketing plans, promotional campaigns and local or national expansion strategies.
- Study industry statistics and follow trends in trade literature.
- Measure the effectiveness of marketing, advertising, and communications programs and strategies.
- Attend staff meetings or workshop to provide management with information and proposals concerning the promotion, distribution, design, and pricing of company products or services.

Qualifications:

Master degree in Economics or Business Administration

Contact:

Qualified applicants please forward resume to Wei-Chuan U.S.A., Inc., 80 Amity St., Jersey City, NJ 07304. Attn: HR. No phone calls please.