

Exciting opportunity at Shwapno!

We're looking for an energetic and strategic **Category Manager – Lifestyle** who can bring strong market understanding, customer focus, and analytical skills to elevate our category performance.

If you're ready to make an impact and grow with us, this role is for you.

Apply now:

hiring.shwapno.retail@acilogistics.net

hq.recruitment@acilogistics.net



Category Manager, Lifestyle

 **Key Responsibilities:**

- Analyze market trends, consumer behavior, and competitor activities to identify growth opportunities, market gaps, and new product ideas.
- Collaborate with marketing, sales, product development, and cross-functional teams to introduce new products, services, and promotional initiatives.
- Manage product assortment, pricing, promotions, and inventory to ensure optimal category and brand performance.
- Gather and evaluate customer feedback to enhance product quality, improve customer experience, and strengthen brand loyalty.
- Develop and maintain strong vendor and supplier relationships to ensure quality sourcing, effective negotiation, and continuous improvement of category offerings.
- Plan, monitor, and control production activities - including raw material readiness, capacity planning, scheduling, production follow-up, and on-time target achievement.
- Coordinate sampling, pre-production, cutting, sewing, washing, and finishing while updating and communicating production plans to all relevant teams.

Educational & Experience Requirements:

- Bachelor's degree in Business, Marketing, or a related field, with 5–6 years of category management experience in the retail industry.
- Strong analytical, problem-solving, and strategic thinking capabilities with solid business acumen.
- Excellent communication, negotiation skills, and a good understanding of marketing, sales principles, and consumer behavior.
- Proficient in data analysis and reporting tools such as Excel, Power BI, or similar platforms.

Email your resume:
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Application Deadline
15-12-25

"We offer a collaborative work culture, professional growth opportunities, and performance-linked benefits for the right candidate." Other Benefits: Two Festival Bonus, Mobile Allowance, Subsidize Lunch, LFA, Gratuity, and PF