

## 1. POSITION: BUSINESS MANAGER - HILANS FRES

### OVERVIEW

We are seeking a highly motivated and strategy-focused **Business Manager** to run general operations and lead growth initiatives across our fresh produce team. This role is critical in developing strong supply chains, securing new customers, maintaining key farmers and client relationships, and ensuring our produce meets the highest standards of quality, safety, and commercial performance.

### KEY RESPONSIBILITIES

- Develop and implement **fresh produce development plans** that align with business growth and operational strategy.
- Liaise with **lead farmers and growers**, providing support, training, and guidance through the field extension team.
- Identify and open up **markets and new commercial opportunities** for farmers and the business.
- Ensure all fresh produce delivered meets **quality, food safety and HACCP standards**.
- Manage and support **field extension activities**, ensuring strong farm-to-market performance and capacity building.
- Secure new commercial customers while ensuring existing customers are serviced reliably with consistent and high-quality supply.
- Monitor production and supply performance, ensuring **daily, weekly, and monthly sales and GP targets** are achieved.
- Work with operations, sales, and supply teams to streamline planning, logistics, and market readiness.
- Provide **strategic direction and insight** to guide medium and long-term business plans.
- Produce regular reporting, insights, and recommendations to senior management.

### SKILLS & EXPERIENCE

- Experience in **fresh produce, agribusiness, FMCG, or commercial food supply environments**.
- Strong understanding of **quality standards, HACCP requirements, and post-harvest handling principles**.
- Demonstrated ability to **build and maintain supplier and customer relationships**.
- Experience working with farmers, agricultural programs, or extension services (highly desirable).
- Proven business development skills with the ability to **identify opportunities and convert them into commercial outcomes**.
- Strong commercial acumen with the ability to manage and deliver against GP and sales targets.
- Excellent leadership, stakeholder engagement, and communication skills.
- Ability to operate in fast-paced, multi-site retail or supply environments.

If you wish to apply for any of the above positions, please send through your application including a cover letter, CV and passport size photo and relevant supporting documents to: