

Company Profile

公司简介

Margaret Steiff GmbH is a world-renowned manufacturer of collectibles, plush toys and children's clothing. The company was founded in the southern German town of Giengen in 1880. For more than 140 years, Steiff has been a model of high quality, first-class materials, perfect design and high safety standards. In 1880, when our founder Margaret Steiff made the elephant plush toy, it immediately won the children's love and laid the foundation for the company's development. Her guiding principle is "only the best is good enough for children". Today is still our company philosophy, which shapes our work and every product. In 1902, Margaret's nephew Richard invented the first joint bear, and soon adopted the world-famous name "Teddy Bear" inspired by Theodore Roosevelt and brought an international breakthrough for our Steiff brand. Today, Steiff sells well in more than 50 countries and regions around the world, and is welcomed and fascinated by families, children and collectors.

Margaret Steiff GmbH 是一家世界知名的收藏品、毛绒玩具和童装制造商。该公司于 1880 年在德国南部的京根镇成立。140 多年来，史戴芙（Steiff）一直是高品质、优选材料、精美设计和高安全标准的典范。1880 年，当我们的创始人 Margaret Steiff 制作大象毛绒玩具时，它立即赢得了孩子们的喜爱，并为公司的发展奠定了基础。她的指导原则是“对孩子来说，只有最好的才足够好”。今天仍然是我们的公司哲学，它塑造了我们的工作和每一种产品。1902 年，玛格丽特的侄子理查德发明了第一只关节可动的熊，并很快采用了受西奥多·罗斯福启发的世界著名名称“泰迪熊”，为我们的 Steiff 品牌带来了国际突破。如今，史戴芙（Steiff）在全球 50 多个国家和地区畅销，深受家庭、儿童和收藏家的欢迎和着迷。

Steiff has a sales history in China for more than 10 years, and our products are found in high-end mall in core cities such as Beijing and Shanghai. In order to further expand the Chinese market, Steiff China entity is gonging to be established in 2023 and is committed to the brand promotion, business development and customer service of Steiff brand in China.

史戴芙（Steiff）在中国有超过 10 年的销售历史，我们的产品遍布北京和上海等核心城市的高端商场。为了进一步扩大中国市场，史戴芙（Steiff）中国实体将于 2023 年成立，致力于史戴芙（Steiff）品牌在中国的品牌推广、业务发展和客户服务。

At Steiff, everyone is very important. The diverse and inclusive working environment and an equal and mutually supportive working atmosphere, so that your uniqueness can be fully respected and appreciated. As an important part of the international blueprint, we look forward to more like-minded and talented people working with us to build Steiff into a household brand in China and create happy memories for more families and users through our market insight and innovative products.

在史戴芙（Steiff），每个人都很重要。多元化和包容性的工作环境以及平等和相互支持的工作氛围，让您的独特性得到充分尊重和赞赏。作为国际蓝图的重要组成部分，我们期待更多志同道合、才华

横溢的人与我们合作，通过我们的市场洞察力和创新产品，将史戴芙（Steiff）打造成中国家喻户晓的品牌，为更多家庭和用户创造美好回忆。

Product Manager

产品经理/商品经理

Location: Beijing

Report to: Commercial & Brand Rep -China & New Markets NEA

Job description:

工作描述:

- Product information management**-Collect, sort out and update the product master information in the system, and update the price list, pictures, and other necessary product information in time according to the new novelties launch plan for the use of the marketing and sales team.
产品信息管理-收集、整理和更新系统中的产品主信息，并根据新品发布计划及时更新价目表、图片等必要的产品信息，供营销和销售团队使用。
- Demand Forecasting**- Organize sales team to collect demand forecast from customers, then formulate the China overall rolling demand forecast according to requirement of internal production planner for every signal item. Monthly review the difference between demand forecast and actual sales, improve the accurate rate of forecast and optimize the product availability.
需求预测-组织销售团队收集客户的需求预测，然后根据内部生产计划员的要求，制定中国整体滚动需求预测。每月审查需求预测与实际销售额之间的差异，提高预测的准确率，优化产品可用性。
- Order placement**-Calculate and place orders based on comprehensive analysis the data of historical sales, existing inventory, and future sales demand, to ensure the goods are available to support the sales needs in time.
下达采购订单-在综合分析历史销售、现有库存和未来销售需求数据的基础上计算和下达订单，以确保商品能够及时满足销售需求。
- Goods flow tracking**-Track the order confirmation, delivery, arrival, allocation and return of goods, responsible for the necessary system operation by complying with the process management requirements of the company.
货品跟踪-跟踪订单的确认、交付、到货、分配和退货，按照公司的流程管理要求负责必要的系统操作。
- Inventory management**-Analyze sales and inventory data to replenish oversold products and to provide clearance suggestions of slow-moving items in a timely manner. Responsible for the inventory management target of the company.
库存管理-分析销售和库存数据，以补充超销产品，并及时提供滞销商品的清仓建议，对公司的

库存管理目标负责。

6. **Monthly Product Report**-Analyze report of the product including the sell in and sell through review by segment, by price range, by channel, need to be monthly issued. Pre-notice of the coming goods arrival to relevant team members are required.
月度产品报告-分析需要每月发布的产品报告，包括按细分市场、按价格范围、按渠道进行的销售和销售审查，提前通知相关团队成员到货信息。
7. **Product training**-Participate in the novelty training of the headquarters, learn the product features and selling points then train the relevant marketing and sales teams.
产品培训-参加总部的新品培训，学习产品特点和卖点，然后培训相关的市场和销售团队。
8. **Assortment management**-Put forward merchandising assortment improvement suggestions through data analysis, give input for future new product development which meet China market needs.
产品组合管理-通过数据分析提出商品组合改进建议，为未来满足中国市场需求的的新产品开发提供必要信息。
9. Other work arranged by the superior.
其他上级安排的工作

Requirements:

岗位要求:

1. Bachelor's degree or above, statistics, economic related majors are preferred.
大学本科学历，统计、经济学相关专业优先。
2. Highly sensitive on data and solid skill on data analysis.
对数据高度敏感，具备扎实的数据分析能力。
3. Have a good aesthetic and insight into market trends.
具有良好的审美观和对市场趋势的洞察力。
4. At least more than 2 years of product management experience.
至少 2 年以上的产品/商品管理经验。
5. Effectively bilingual in English and Mandarin.
能有效地使用英语和普通话。
6. Premium international brand product management experience is preferred.
有高端国际品牌产品管理经验者优先。

Applicants are requested to send their motivation letter, CV, and expected annual salary to Jacquelyn Li at jacquelynli@melchers.com.cn