



VACANCY

MERCHANDISER

HEAD OFFICE

REPORTING TO	SUPPLY CHAIN MANAGER
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Company Profile

AAA-Growers is one of Kenya's leading exporters of premium vegetables, flowers, and avocados. With a strong focus on innovation, technology, and world-class production standards, we consistently deliver high-quality products to global markets.

We are committed to excellence across our operations and take pride in creating a dynamic, challenging, and rewarding work environment where our people are empowered to learn, grow, and thrive.

Job objective

This role is critical in ensuring consistent product availability, excellent in store execution, freshness and strong sales performance across all assigned outlets playing a key role in driving store-level performance by influencing orders, maintaining high display standards and building strong relationships with store teams.

Key Responsibilities:

1. Instore execution & merchandising.

- Maintain high-quality, visually appealing displays of fresh produce always.
- Ensure all products are correctly placed, priced and labelled across fridges and display areas.
- Execute planograms and merchandising standards in line with the company guidelines.
- Ensure the correct product assortment is available and well presented in all display areas.
- Set up and manage promotional displays ensuring timely implementation and removal.
- Maximize shelf space, visibility and display quality to drive customer engagement and sales.

2. Freshness, Quality & Food Safety

- Enforce First-Expiry-First-Out (FEFO) principles.
- Ensure zero expired, damaged or poor-quality products are on display.
- Maintain strict hygiene, food safety and cold chain standards.
- Conduct regular quality checks and immediately remove non-compliant stock.
- Minimize waste through proper rotation, handling and monitoring of stock.

3. Stock & Inventory Management

- Monitor daily stock levels and ensure timely replenishment
- Track product movement (fast vs slow movers) and adjust displays accordingly
- Proactively recommend reorders to prevent stockouts or overstocking
- Ensure all listed SKUs are consistently available and visible in-store.
- Coordinate with store teams to ensure accurate stock handling and ordering.

4. Market Intelligence, Pricing & Reporting.

- Monitor competitor activity including pricing, promotions product range and display quality
- Ensure pricing data is accurate and reflects real-time in-store conditions.
- Highlight pricing gaps, risks and opportunities for improvement.

5. Relationship Management

- Build and maintain strong working relationships with Heads of section, Store managers and retail teams
- Act as the primary point of contact for store-level operations and issues.
- Respond promptly to store needs and resolve issues efficiently

- Influence store teams to improve ordering patterns, product positioning and support for company products.

6. **Weekly Performance Reviews & Meetings.**

- Actively participate in the weekly (Monday) commercial/operations meeting
- Prepare and present for assigned stores;
 - a) Sales performance vs targets.
 - b) Order Performance (Target vs Actual)
 - c) Key opportunities (expansion, promotions, new listings)
 - d) Store specific challenges and risks.
- Provide clear actionable recommendations to improve performance.
- Follow up on agreed action points and ensure execution during the week.

Key Performance Indicators (KPIs):

1.) Sales and Order performance.

- Achievement of minimum order targets per stores.
- Performance measured on target vs actual orders
- Consistent growth in sales across assigned stores.

2.) Availability & Execution

- On-shelf availability $\geq 95\%$
- Planogram compliance $\geq 95\%$
- Display quality score $\geq 90\%$

3.) Freshness & Waste Control.

- Zero expired or spoilt products on display
- 100% compliance with FEFO and cold chain standards
- Effective waste minimization

4.) Promotion & Growth

- Number and effectiveness of in-store promotions executed.
- Increase in shelf space and product listings.

5.) Reporting & Discipline

- 100% on-time submission of daily and weekly reports.
- Accuracy and quality of data and insights provided.

Profile Requirements

- Diploma/Degree in Sales, Marketing, Agriculture or a related field.
- Minimum 2+ years' experience in merchandising, preferably in fresh produce or FMCG.
- Strong understanding of supermarket operations e.g. carrefour, Naivas & Quickmart.
- Excellent communication and relationship management skills.
- Strong attention to detail and execution discipline.
- Ability to work independently and manage multiple stores effectively.
- Willingness to travel across assigned outlets.

We offer.

AAA growers has great ambitions. Innovation, technology, and quality are high priorities. This results in a challenging working environment in which you can develop yourself. AAA growers offer plenty of room for personal growth and development. We have an informal and easily accessible working environment in which cooperation is very important.

The position comes with a competitive salary as well as other benefits.