



A public quoted FMCG company born in 1941 and still winning the trust and hearts of our consumers. We manufacture and market some of the best and trusted brands in the country with one of the largest distribution networks in Sri Lanka offering, skin care, baby care, personal care, laundry care and household care products. We are the market leader in the herbal personal care product category with the second largest soap manufacturing facility and one of the best research & development labs in the country. We have a passion for making superior quality skin care products and recently we have expanded our range to new generation skin care products such as Shower gels, Gel bars, Colognes, Creams and Lotions. We are passionate about bringing the best of nature's care products to our consumers.

MANAGER MODERN TRADE

Experience

We are on the lookout for dynamic and enterprising Manager for our fast expanding major chains of Modern Trade

Key Deliverables

- Build and nurture strong commercial relationships with key supermarket chains and oversee the profitability of our business by developing long term and short term sales strategies to achieve category business objectives
 - Identify growth opportunities and develop channel specific sales activities with brand team overseeing the performance of the accounts in terms of shelf analysis, sales and promotional effectiveness of Joint Business Plans
 - Lead and mentor Modern Trade sales team consisting of Executives, Sales Reps and Merchandisers for the day to day operations.
- Team performance measurement is based on achieving budgeted sales targets, category profitability, trade promotion development and executional impact etc.
- Maintain and expand the customer base by building and maintaining rapport with key customers whilst identifying and closing on new customer opportunities.

Prerequisites

- At least 5-7 years of Modern Trade exposure in FMCG at Senior Executive level and prior experience in personal care will be an advantage
- Professional or Academic qualifications equivalent to a Business Degree
- Knowledge of below the line and outdoor promotional activities and Planogram Management
- Good knowledge and understanding of Key Opinion Leaders of Modern Trade channel and possessing.
- Honesty integrity.
- Outgoing personality.

Remuneration

The successful candidate will receive an above industry average remuneration with other fringe benefits. inclusive of company maintained car, medical benefits, performance bonuses and training exposure.

Interested candidates are invited to send their CVs including names and contact details of two non – related referees to careers@swadeshiindustries.lk mentioning the post applied for, in the subject line of the email on 20th April 2026.

A BELIEF IN OUR CULTURAL VALUES & HERITAGE	POSITIVE	TEAM WORK	FAMILY VALUES	100 % SRI LANKAN	PASSIONATE	QUALITY CONSCIOUS
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