

Job Description

Title: Business Development Associate

Company: Generate Ltd., registered in Shanghai in 2013

Reporting to: Founder and CEO

Starting date: July 2018

Availability: at least 4 days a week for four to six months

Background

Founded in 2013, Generate Ltd. is a business development agency that serves blue chips international and local companies across sectors to generate sales and extend market reach in China. We provide companies with a low risk, cost effective and practical means to generate new and incremental revenues. www.generate.net.cn

Start-up project description

With the increasing awareness on healthy lifestyle and the booming e-commerce industry, China remains an attractive territory for food companies to enter or expand.

International companies such as www.pinchme.com, which is a monthly subscription of sample boxes, are widely successful in the west. The company has raised more than \$30 million and their clients includes Mars, Nestle Purina, Procter & Gamble and Pepsi – pay them to offer the free samples to the community of more than 3 million consumers they have built.

We have adapted the Pinchme model into the Chinese snack space through Snackeroo Ltd., which is a bi-weekly box of samples for Chinese consumers to try new products, share experience and be more aware of the nutrients and healthy alternatives.

It's also a marketing and/ or market research arm of major snack brands such as Lays, Oishi, Laiyifen, Three Squirrels to generate awareness on new products, stretch old products or collect customer feedback.

We are kicking off the project with an e-commerce company and a food trading company being registered. We aim for 5,000 subscribers in four months, when we will finalise our angel round of investment of 2 million RMB.

Purpose of the Role

The primary purpose of this role is to build upon our market research and business plan, actively generate and maintain subscribers through digital marketing, offline partnership and referral programs.

The secondary purpose is to assist the Founder to attract local or international snack brands to pay for our subscribed sample distribution services and consumer feedback services.

Role and Candidate Profile

This is a full-time internship role; it's both a conduit to help grow the startup and a stepping stone for the incumbent to develop the company culture to become an experienced business developer.

This is a role for a **future marketer** who are enthused in digital marketing; someone who would like to understand the ecosystem of online marketing in China, implement effective and creative marketing plans.

This is also a role for a **networker** and people oriented individual; someone who love to communicate and interact with others and is at ease selling and dealing with objections.

Domestic travel will be very limited as the role requires a local focus to network in Shanghai at **Chinese** language events and every now and then English language events.

The interns need to be independent and self-motivated as they are expected to manage their own time and make decisions with their own judgement. Taking calculated risks and learning from making mistakes are encouraged.

Initial tasks

1. Promote our platform and solutions to famous international or local brands, setting up sales meetings for the Founder and assist in the selling and project management process
2. Presenting Snackeroo to medium or large companies in Shanghai and follow up with enquiries or orders
3. Execute marketing plan, setup online and offline channels, and benchmark performances
4. Manage social media channels on WeChat among others.
5. Manage the details in a secured cloud-based CRM

Reporting schedule: weekly formal review of report and discussion

Position 2: Operation Associate

The primary purpose of this role is to manage the weekly delivery of boxes to our subscribers and to manage the inventory of samples from our suppliers. The secondary purpose is to provide customer services and build and maintain an engaging relationship with our subscribers.

Position 3: IT Associate / Graphic Designer

The primary purpose of this role is to manage our IT and graphic design vendors to build and update our web platform and WeChat official account. The secondary purpose is to communicate internally and externally to make sure the UI/ UX of our platforms are attractive and user friendly.

Benefits

1. Monthly allowance for Chinese speaker; cash bonus on successful completion
2. Mentorship from the Founder and Board of Advisors
3. Reimbursement on transport and meals for client meetings and networking events
4. Flexible working hours and location; office space in Jing'an; international team and start-up community
5. Full-time employment opportunity

Please send your CV to [SUN Liang](mailto:sunliang@snackeroo.net.cn) at snackeroo@generate.net.cn and give short answers to the questions - why you and why us.