

SKILLS FRAMEWORK FOR FOOD MANUFACTURING SKILLS MAP - GENERAL MANAGER				
Sector	Food Manufacturing			
Track	Business Development			
Occupation	Sales Professional			
Job Role	General Manager			
Job Role Description	The General Manager sets the strategic direction and goals for the organisation's international business growth. He/She is responsible for business decisions, such as selecting viable strategies for new market entries, and facilitates these decisions by building a network of international business partners for the organisation.			
	International food regulations and trade-related knowledge is critical to his role, in addition to having strong technical product knowledge and cultural awareness of various markets and customer demographics.			
	As a team leader, he builds a high-performance team that works collaboratively, and has the ability to develop and execute functional strategies, as well as act as a change leader.			
Critical Work Functions and Key Tasks	Critical Work Functions		Key Tasks	
	Build business networks		Develop business and professional networks	
			Foster an atmosphere of inclusiveness with diverse external stakeholders and the global business community	
	Develop new business opportunities		Conduct situational analyses to assess the organisation's internal and external business environment and landscape	
			Incorporate research findings into business strategy development and planning	
			Evaluate costs of retaining and acquiring new target customers and market segments	
			Manage resources, logistics and manpower requirements for business plan implementation	
			Oversee development, evaluation and enhancement of predictive models for business planning and forecasting	
			Measure and evaluate business impacts from data analytics	
	Drive business-to-business marketing		Strategise organisational responses to market changes	
		Direct business negotiations with key customer accounts and strategic business dealings		
		Establish business networks and contacts for partnerships		
Skills & Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Brand Portfolio Management	Level 5	Decision Making	Advanced
	Budgeting	Level 5	Global Mindset	Advanced
	Business Continuity Management	Level 5	Interpersonal Skills	Advanced
	Business Environment Analysis	Level 5	Leadership	Advanced
	Business Negotiation	Level 5	Communication	Advanced
	Business Networking	Level 6		
	Business Opportunities Development	Level 6		
	Business Performance Management	Level 6		
	Business Relationship Building	Level 6		
	Communications Channel Management	Level 5		
	Conflict Resolution	Level 5		
	Consumer Intelligence Analysis	Level 5		
	Customer Acquisition Management	Level 5		
	Customer Behaviour Analysis	Level 5		
	Customer Loyalty and Retention Strategy Formulation	Level 6		
	E-commerce Campaign Management	Level 5		
	Emergency Response Management	Level 2		
	Food Product Marketing	Level 5		
	International Marketing Programmes Management	Level 5		
	International Trade Legislation for Business	Level 5		
	Market Research	Level 5		
	Marketing Communications Plan Development	Level 5		
	New Export Market Entry Strategy Formulation	Level 6		
	Project Management	Level 5		
	Risk Management	Level 5		
	Social Media Marketing	Level 5		

	Stakeholder Management	Level 5	
	Strategy Development	Level 5	
	Systems Thinking	Level 4	
	Technical Presentation	Level 6	
	WSH Performance Management	Level 4	
Programme Listing	For a list of Training Programmes available for the Food Manufacturing sector, please visit: www.skillsfuture.sg/skills-framework/foodmfg		

The information contained in this document serves as a guide.