



# WE ARE RECRUITING

## FRANCHISE MANAGER

You will report to the Head of Marketing of Avipro Group and subsidiaries.

### ROLE AND RESPONSIBILITIES

- Design and implement sales, marketing and communication strategies aligned with company objectives.
- Achieve targets in volume, revenue, and profitability.
- Define and manage budgets, marketing plans, and overall business strategies for the franchise unit.
- Foster strong relationships with key stakeholders, including franchisors and franchisees.
- Identify and resolve business challenges while improving operational efficiency.
- Conduct market research and implement competitive intelligence strategies.
- Manage financial planning, budgeting and expense analysis.
- Expand the Chantefrais and Mo Ti Shop network locally.
- Support regional franchise expansion initiatives.
- Focus on enhancing customer satisfaction
- Lead and develop teams, fostering a strong organizational culture and talent growth.
- Oversee operational and quality standards to ensure compliance with franchise procedures.

### PROFILE

- A Bachelor's degree in Marketing or a related field.
- Strong communication, organizational and problem-solving skills.
- A minimum of 5 years of proven success in a similar role.
- Creative thinking to generate innovative solutions and drive business growth.
- Project management skills to lead teams and achieve business objectives.
- Strong analytical skills to interpret data and understand consumer behavior.
- Promoter for animal welfare

Those interested are requested to send their application by April 13, 2025  
to the Human Resources department, Gentilly, Moka | Phone: 404 9000

Email: [recruitment.avipro@eclosia.com](mailto:recruitment.avipro@eclosia.com)

Only the best candidates will be invited to a job interview