



PICNIC CAFE LIMITED



#JOB-2456512



DAYBREAK, Limerick Road, Naas, Co.

Kildare, W91 K201



No of positions : 1



Paid Position



39 hours per week



36605.00 Euro Annually



03/07/2026



31/07/2026

How to apply

Application Method :

Not available



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Business Development Manager

Application Details

In order to work in Ireland a non-EEA National, unless they are exempted, must hold a valid employment permit. Please review the [Eligibility and requirements for an employment permit](#) if you are unsure of your eligibility to apply for this vacancy.

Job Description

The Business Development Manager plans, organises and undertakes market research and sales-growth activity to meet the requirements of Daybreak's commercial strategy at store level. The role combines hands-on retail leadership with a forward-facing focus on customer accounts, promotional planning, supplier liaison and local market development.

Key duties include:

Liaise with the store owner/senior management to determine the range of grocery, food-to-go and convenience products to be stocked and promoted, and contribute to sales strategy and target setting.

Carry out customer surveys and market research; analyse customer reactions to product range, pricing and promotions.

Compile and analyse sales figures; prepare proposals for marketing campaigns and promotional activities.

Handle customer and trade accounts, including loyalty and repeat-business arrangements.

Recruit, train and mentor junior sales and customer-service staff.

Produce reports and recommendations on sales performance and growth opportunities for senior management.

Keep up to date with competitor activity, grocery trends and product/supplier developments.

Oversee stock replenishment, visual merchandising and supplier liaison to support store operations.

Requirements:

Relevant retail, sales or food-service management experience (e.g. assistant manager, supervisor, or similar role).

A relevant third level degree; a Master's qualification is preferred. Relevant professional certification (e.g. project management, marketing or sales) is also an advantage.

Strong customer service, communication and team leadership skills.

Experience with stock/inventory management, cash handling and POS systems.

Proficiency in MS Excel or similar for sales reporting and analysis.

A proactive, target-driven approach with strong problem-solving and conflict-resolution skills.

- **Sector:** wholesale and retail trade; repair of motor vehicles and motorcycles

Career Level

- Not Required