

Group Template for Job Profile

Type: Template
 Reference: S03.06.____EN_CORP\MBO-T01
 Version: 2 Work item ID: 683366
 Applicable date: 30.11.2021 Applicable for:

JOB PROFILE

Job Title	Business Analyst - MDI	Mercer Job Code	<i>For HR purposes only</i>
Group / Region / Area / Country	RAP Kuala Lumpur	Company Hierarchy Level	<i>For HR purposes only</i>
Job Family (please tick one box)			
Operations			
Production	<input type="checkbox"/>	Engineering and Industrial Services	Operations Management and Sustainability
Supply Chain Management			
Customer Services	<input type="checkbox"/>	Logistics	Procurement
Sales + Marketing			HR + Communications
Sales and Marketing	<input checked="" type="checkbox"/>	Research and Development Services	Human Resources
Finance + IT			General Management + Others
Finance	<input type="checkbox"/>	IT	General Administration

POSITION SUMMARY

In just a few sentences, broadly describe the main purpose of the job. Indicate what is done and why (outcome). i.e., answer the question, "Why does the job exist?"

If applicable, please also comment on shared or excluded responsibilities.

Business analyst in MDI will have responsibilities related to supporting regional and country roadmaps, MDI performance assessment, market research, M&A, innovation platform management and any special projects that may arise and liaising between various functions, countries and group. This job exists to ensure that we deliver on our strategy, understand our markets better and deeper and to contribute towards meeting our long term goals. Key activities will be, but are not limited to, as per below:

Business Strategy / Roadmaps

- Support VP MDI (Market Development and Innovation) on development and execution of country and regional strategy
- Detailed analysis of growth plans in terms of thoroughness, accuracy, storyline, and consistency with regional and group plans
- Coordinate and support country teams to update their roadmaps and monitor execution to meet defined timelines and strategy reviews are adhered to
- Support teams in any technical issues related to roadmap updates, ensure consistency and alignment
- Support VP MDI in preparation of regional roadmap and its execution thereafter including implementation of tools such as Strategy Deployment Matrix (SDM) or the likes
- Support any related country / segment / regional workshops preparations
- Develop and supporting a rolling yearly strategy review mechanism

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- Spot opportunities for improvements and suggest improvements

Market Development and Innovation (MDI)

- Complete responsibility of MDI related activities with respect to analysis, research, coordination with various functions and keeping related information up-to-date
- Preparation, coordination and timely delivery for monthly MDI performance review
- Coordinating with MDI team on project milestones and ensuring that the project monitoring tool is up-to-date on a monthly basis
- Coordinating with group controlling + OMIS, country sales and Head of MDIs on MDI numbers and targets alignment, providing gap analysis as per defined timelines
- Provide end-to-end support in preparation for annual Global Sales and Marketing discussions, 5 year plans, annual objectives etc.
- Have complete control on numbers, targets at any given point in time
- Lead the development and analysis of supply demand model for the region and prepare or support marketing plans for required Capex investments
- Provide support in terms of slicing / dicing information / reports / data for sharing with country / segment / management and vice-versa
- Support development of required dashboards, their assessment and ensuring adherence to them by all MDIs in Salesforce
- Plan and drive innovation platform for the region to capture new innovative ideas and support in bringing them to a logical conclusion. Support all activities related to innovation management (eg: awards, ranking, planning and coordination of workshops etc.)
- Spot opportunities for improvements and suggest improvements

Mergers & Acquisitions (M&A)

- Support in the M&A process including target hunting, target selection, due diligence, preparation for offers and any other related activities
- Support in preparation of integration plans

Market Research

- Supporting all market research activities either as internal project or coordinating with external market research companies
- Identify good and reliable market research companies to work with in various countries in Asia-Pacific
- Support market research activities related to marketing plan preparation
- Support competitive assessment analysis with countries and provide a consolidated picture
- Lead select market research activities

KEY ACCOUNTABILITIES

List and describe the position's key accountabilities in order of importance. As a reference, think about key accountabilities in terms of "Impact on Business" (i.e. business contribution, nature and scope of responsibility, risk and financial impact), "Innovation and Change" (i.e. range and diversity of activities, problems, processes, market dynamics and management challenges that need to be recognized and resolved) and "People Leadership" (i.e. management, motivation and development of staff as well as teamwork). Insert additional rows as needed.

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Impact On Business

- Execution support and monitoring of MDI projects as part of the H26 initiative
- Strong alignment between sales, MDI, group segments to ensure accuracy, same level of understanding is maintained
- Deeper knowledge of competitive situation and market understanding
- Higher quality of documentation, presentations and analytics
- Supporting country teams in their roadmap development and execution journey
- Alignment of country growth plans with regional growth plans as well as global plans
- Timely readiness for Capex investments

Innovation and Change

- Build knowledge of the competitive landscape and trends to evaluate and assess and then support both MDI and M&A opportunities in line with the business strategy
- Agile innovation platform management
- Enforce all aspects of reporting and strong grip on numbers / targets

People Leadership

- Support the country teams to establish standardized roadmaps or any other best practices
- Support the Head of MDIs
- Act as a bridge between region, countries, MDI teams and other functions as necessary

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POSITION SCOPE

Provide information related to the position's scope. If not applicable, indicate "n/a".

Reporting Line(s)	Solid line(s) to	VP MDI
	Dotted line(s) to	Not applicable currently. May have a dotted line in future
	Number of direct reports	1-2 maybe in future
	Number of total reports	1-2 maybe in future
	Number of dotted line(s) reports	NA
Performance Measures (i.e., personal revenue goals, other targets)	MDI Growth, CM2, YoY growth, CM2% growth	

KNOWLEDGE, SKILLS AND ABILITIES

Indicate the education level, previous experience, specific knowledge, skills and abilities required to meet **minimum requirements** for this position.

Education (degree / diploma)	Bachelor Degree in business or Engineering or Economics or Statistics, an MBA is beneficial
Experience (number of years)	>5 in a leading Chemical, Distribution and / or consulting company
Knowledge and skills (general, technical and soft skills)	Market assessment, competitive assessment, presentation preparation, planning and rollout, Excel analytics with Pivot, PPT, MS Word, Project Funnel management, Margin Analysis, Presentation skills. Ability to work with people of different educational levels and different cultures / countries
Other requirements (certifications, specialized training, languages and % of travel requirements)	Willingness to travel at least 30% and having been in a similar function for 3 years. Multilingual is a plus but not a requirement. Any certifications on business management, strategy, Balanced Scorecard etc. will be an added advantage. Outgoing personality

WORKING RELATIONSHIPS

Indicate the primary internal and external contacts (e.g. customers, suppliers and third parties) with whom the position interacts on a regular and recurring basis, and the purpose / nature of the relationship and service delivery. If describing a consulting role, indicate the typical client contacts (e.g., manager, vice president, CEO, board of directors). Indicate whether the contacts are typically domestic or international. If not applicable, indicate "n/a".

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Internal contacts (and purpose / nature of relationship)	Sales and Marketing Head of MDI's, Group and regional finance, M&A team, , Supply Chain, Operations, Legal, Technical Centre
External contacts (and purpose / nature of relationship)	Market research companies, customers', advisors