



BLoyalty Sdn Bhd, a wholly-owned subsidiary of Berjaya Corporation Berhad, owns and manages a customer loyalty program known as B Infinite (Formerly BCARD). Aimed at promoting customer loyalty and is **Malaysia's lifestyle and brand**-focused reward program, partnering with merchants from various industries and businesses to offer their members an unparalleled value for their lifestyle choices.

We are seeking for a Business Development Executive/Assistant Manager to join our team. This will be a great opportunity for you to build your current skills and advance them. Apply now!

Your Responsibility

- **To scout and recruit new business partner in order to achieve company's financial goals.**
- To drive billings, revenue & margin growth from new and existing merchant partners to collectively achieve company's financial goals.
- **To plan and propose CRM/Promotion campaigns in order to drive sales and meet merchants' target and goals.**
- **To work with client and stakeholders within the company to ensure clients' need, campaign and report delivered on timely basis.**
- Possess the agility to work with internal and external stakeholders to ensure collaboration and marketing projects are well managed and executed
- To analyse Sales and other client performance index in order to be proactively in assisting merchants and BLoyalty to achieve their marketing goals.
- To maintain good relationships with clients at all time.
- **To establish strong rapport with merchant partners to ensure BCARD's marketing goals are met accordingly.**

The Ideal Candidate must have

- socially adept
- good with numbers
- Able to provide quality collaboration to internal & client
- Strong communication and IT fluency
- The ability to handle pressure and meet deadlines

BLoyalty Sdn Bhd (154570-W)

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Tel: (603) 2148 8585 • Fax: (603) 2141 0287 • Website: www.binfinite.com.my



- Skill in prioritizing and triaging obligations
- Attention to detail
- Excellent time management and organization

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