

**BUSINESS ANALYST** – Business Development Analyst sought by Eurobubbles, Inc. in Sherman Oaks, CA.

**Duties:** Conduct feasibility studies and market research to determine best solutions or alternatives with regards to product sourcing, purchasing, supply chain and logistics, marketing, sales and distribution. Responsible for developing appropriate strategies, based on his analysis of existing market data, to maintain product visibility in the market, including brand positioning, pricing and marketing promotions. Develop sales and marketing objectives and implement plans/strategies to meet them. Organize/attend trade, distributor and/or retailer shows, both locally and internationally, to seek out new products or potential offerings into the U.S. market. Research and evaluate new products' credentials, including manufacturer/vendor's production capacity and quality and safety standards. Consult with vendors to develop technical and marketing terms for products to enhance their marketability, while addressing product/supply-related issues. Review, analyze and revise, as necessary, the company's purchasing activities, product shipping and storage costing, and inventory planning. Work with Logistics to ensure successful functioning of the entire import procedure. Analyze and negotiate business contracts with vendors, distributors and clients. Oversee marketing coordinator and sales activities to ensure business development and profitability goals are achieved.

**Requirements:** Bachelor's degree or equivalent (as determined by a reliable credentials evaluator) in Business Administration, Marketing, or related fields, plus three (3) years of business development, sales/marketing, or related management experience in the beverage industry, overseeing product sourcing, purchasing, supply chain and logistics, marketing, sales and distribution, and importing; analyzing market data to develop strategies for potential business opportunities; and conducting feasibility studies, surveys, and analysis to identify market needs and developing marketing strategies and business plans accordingly.

Send resume to: Ellen Jo Levesque, Eurobubbles, Inc., 58 Union Street, Ashland, MA 01721 or fax (508) 881-9918.