



tasty CAREERS

in food & drink

RESEARCH AND DEVELOPMENT MANAGER

WHAT IS A RESEARCH AND DEVELOPMENT MANAGER?

You are responsible for market research. You should be analytical and not only good with numbers but also good at understanding and presenting data. You should research into the food and drink market to see what is already there and look for opportunities for a new product.

WHAT IS MY ROLE IN THE PROJECT?

Research into what products competitors have that might be similar to the one you are looking at developing.

Finding out who your competitors are and where they sell the products.

Reporting the information you have gathered after your research to the rest of the team to enable you all to agree the way forward with the development of your product.

Advising the team on possible new sectors, areas or locations that you could take advantage of to sell your product compared to that of your competitors.

WHAT WILL BE EXPECTED OF ME?

By nature, you will be a methodical sort of person. You'll enjoy working your way through data and analysing the results without taking short cuts making sure everything is recorded accurately at all times.

At the same time, you'll be spending time researching the market, watching what the competition is up to and seeking out new ideas to keep your company ahead of the game.

Work closely with all other team members to utilise the information you have gathered to give you an advantage over your competitors.

Work with the sales and Marketing manager to give them any new information you have gathered to allow them to look at new and innovative ways of marketing and selling your product.

THINGS YOU NEED TO TAKE INTO ACCOUNT

Your competitors will be doing exactly the same thing as you when you launch your new product.

Make sure you research not only supermarkets but also products sold online.

All the Information you pass on to your team after your research needs to be up to date and correct.

WHAT QUESTIONS COULD I BE ASKED?

Where did you go to find out information on your competitors and how many competitors did you look at.

Did you check that the data and information available on any of the websites was up to date and relevant to you.

Did you work with the Sales and Marketing team to help support each other when looking at the data available.

