

JOB DESCRIPTION – GENERAL MANAGER (Motorcycle Industry)

Job Title: General Manager

Reports To: Managing Director

Location: Ndeeba, Kampala

Job Type: Full-time

1. Job Purpose

To provide strategic leadership and operational oversight to the motorcycle business, including sales, after-sales service, spare parts, customer experience, dealership management, and financial performance. The GM ensures sustainable growth, strong market positioning, operational efficiency, and customer satisfaction.

2. Key Responsibilities

A. Strategic Leadership

- Develop and implement business strategies to drive sales, market share, and profitability.
- Lead annual business planning, budgeting, and performance tracking.
- Identify market trends and new business opportunities (e-mobility, leasing, financing models, etc.).
- Ensure alignment with company vision, brand standards, and operational frameworks.

B. Sales & Market Growth

- Oversee motorcycle sales across branches, dealers, and field teams.
- Set sales targets and drive execution through sales managers and regional teams.
- Develop promotional campaigns, pricing strategies, and dealer incentives.
- Strengthen relationships with key buyers: corporates, fleets, boda stages, distributors.

C. After-Sales & Service Management

- Oversee workshop operations, service quality, turnaround time, and technician performance.
- Ensure availability of quality spare parts and manage parts inventory levels.
- Implement preventive maintenance schedules and customer service standards.
- Drive customer retention and loyalty initiatives.

D. Operations & Supply Chain

- Coordinate motorcycle ordering, imports, customs clearance, warehousing, and distribution.
- Ensure accurate stock management and reduce losses, damages, and obsolescence.
- Implement standard operating procedures for workshop, sales, and warehousing.

E. Financial Management

- Monitor P&L performance, revenues, margins, and cost control.
- Approve expenditures, negotiate supplier contracts, and optimise operational costs.
- Manage credit controls, customer financing arrangements, and collections.
- Produce monthly financial and operational performance reports.

F. People Leadership

- Lead, coach, and develop managers in sales, service, spare parts, logistics, and admin.
- Drive performance management and KPI tracking across all departments.
- Foster a culture of accountability, teamwork, and customer focus.
- Oversee recruitment, onboarding, regular evaluations, and staff discipline.

G. Compliance & Risk Management

- Ensure compliance with industry regulations, tax laws, and safety standards.
- Implement policies on motorcycle testing, road safety, and workshop safety.
- Strengthen internal controls and reduce operational risks (fraud, theft, poor service).

3. Required Qualifications

- Bachelor's degree in Business, Engineering, Supply Chain, Mechanical Engineering, or any related field.
- Master's degree or MBA is an added advantage.
- **5–10 years of experience** in motorcycle, automotive, FMCG, or equipment sales—with at least **3 years in a senior management role**.
- Knowledge of supply chain, workshop operations, and branch management.
- Experience in sales strategy, dealer management, and P&L ownership.

4. Key Skills & Competencies

- Strong leadership and decision-making ability.
- Excellent sales and business development skills.
- Deep understanding of motorcycle mechanics, supply chain, and after-sales service models.
- Strong financial acumen and analytical skills.
- High integrity and ability to manage diverse teams.
- Customer-centric mindset and problem-solving skills.

5. Performance Indicators

- Achievement of sales and revenue targets.
- Profitability and cost control.
- Market share growth.
- Workshop efficiency and service turnaround time.
- Stock accuracy and inventory turnover.
- Customer satisfaction and retention.
- Team performance and staff productivity.