

Trend Scout Job Advertisement

Company Introduction

Texon (Far East) Limited is HK Buying Office of Krieger Gruppe who owned furniture stores and online shops of Möbel Höffner, Möbel Kraft, Sconto Möbeldiscounter in Germany, Czech Republic and Slovakia. To cope with fierce market competition, we are looking **for a native German Trend Scout** and focus on connecting China and Asia sourcing hub to Germany retail demands. This position and role will bridge creative insight with commercial strategy, increase direct import, turnover and profit margin for the whole Group.

Key Responsibilities

- **Active Market Research & Analysis**
 - Strongly understand German market, consumer taste and needs.
 - Proactively carry out market research, study online marketplaces, bestseller and assortment comparison, track activities and benchmark against our shops with competitors and EU markets.
 - Close monitor trends of lifestyle, fashion, and furniture and consumer product across Germany and EU.
 - Conduct field visits to trade fairs, showrooms, and suppliers in Mainland China, and Southeast Asia.
- **Active interaction and input with Buyers**
 - Proactively offer potential trend product, competitor bestseller products to our shops Buyers.
 - Actively communicate with our shops Buyers their sourcing and development needs.
 - Translate cultural and regional insights into actionable recommendations for product development and merchandising teams.
- **Supplier & Network Engagement**
 - Build relationships with manufacturers and Buyers.
 - Collaborate with sourcing teams to align supplier capabilities with upcoming trends.
 - Support supplier verification and compliance processes when introducing new partners.
- **Reporting & Communication**
 - Present findings to cross-functional teams (Buyers and merchandising).
 - Contribute to strategic decisions on product assortments and purchasing.

Qualifications

- Native Germany, excellent communication skills in English is a must, Mandarin is a plus
- Bachelor's degree in Business, Design, Marketing, or related field.
- 5 and above years experiences in trend scouting, market research, purchasing or product development (preferably in retail, furniture, or fashion).
- Strong knowledge of Germany consumer markets, European retail expectations, a feel for current trends and market developments
- Ability to travel frequently within Asia for fairs, supplier visits, and buying tours.

Skills & Competencies

- Analytical mindset with creative intuition
- Network-building and negotiation skill.
- Proficiency in digital research tools and trend databases.
- Cultural adaptability and curiosity.

Compensation & Benefits

- Competitive salary with 13 month, discretionary bonus will be based on KPI.
- Housing allowance, Company Group medical insurance, travel insurance and annual leave are offered.

For interested candidate, please send your CV with expected package of remuneration to our email hr@texonltd.com.hk