

Mitsubishi Motors Malaysia Sdn Bhd is the exclusive distributor of Mitsubishi Motors passenger and commercial cars in Malaysia. Current line-up of vehicle consists of the Lancer sedan, Triton pick-up truck, Pajero Sport, ASX SUV, Attrage eco-sedan and Mirage compact car.

We invite suitable talented individuals who are result-oriented, fast-paced, committed, mature and can work as a team to join us as:

EXECUTIVE – PRODUCT PLANNING

(based in Shah Alam)

To plan, execute and monitor all product related activities ranging from product concept, product introductory coordination, product development/enhancement and sales promotion proposals by understanding the product and marketability.

Responsibilities:

- Conduct research and analyze customer acceptance for new vehicles and owner's feedback on current vehicle improvement (to work closely with Sales Planning Department)
- Propose equipment level, price, volume and positioning for MMM vehicles based on market analysis
- Plan and coordinate overall launching of new vehicles with professional knowledge to the product, and how to promote and sell it.
- Report and analyze product, price and sales trend comparison between MMM, competitors and segment/market movement
- Provide recommendation for marketing and promotion strategy to achieve sales target (PDCA)
- To carry out any other related job functions as required by immediate supervisor.

Requirements:

- Diploma / Degree in any field, preferably in Business/ Marketing / Engineering
- Minimum 1 year working experience, preferably in Automotive industry
- Pleasant personality, mature, a team player and able to work independently
- Good Interpersonal & Presentation Skills, have marketing analysis skills (Product positioning, pricing, promotion) and market trend analysis and forecasting skills.
- Good command in both oral and written English and Bahasa Melayu
- Involved in some level of Project Management.
- Preferably with experience in similar job capacity (Product Planner)

Interested applicants are invited to write-in, fax or email a detailed resume stating qualifications and experience, current and expected salary together with a recent passport-sized photograph to :