



Mitsubishi Motors Malaysia Sdn Bhd is the exclusive distributor of Mitsubishi Motors passenger cars in Malaysia. Our mission is to establish the Mitsubishi Motors motto of "Driving pleasure and assured security". Mitsubishi Motors is known for its simplicity and fortitude of driving performance, handling, safety and durability.

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

EXECUTIVE / SENIOR 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:

- To conduct research and analyze customer acceptance for new vehicles and owners feedback on current vehicle improvement (to work closely with Sales Planning Department)
- To propose equipment level, price, volume and positioning for MMM vehicles based on market analysis
- To plan and coordinate overall launching of new vehicles with professional knowledge to the product, and how to promote and sell it
- To 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)

Requirements:

- Degree from reputable university preferably in Business / Marketing / Engineering related fields.
- With automotive product knowledge, marketing analysis skills (product positioning, pricing, promotion) and market trend analysis and forecasting skills.
- Good interpersonal & presentation skills.
- 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 :

Human Capital Management Department
Mitsubishi Motors Malaysia Sdn. Bhd. (680028-M)
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