



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 – PRODUCT PLANNING

(based in Shah Alam)

Responsibilities:

- Conduct research and analyze customer acceptance of new vehicles / product and services and owner's feedback for improvement
- Propose equipment level, price, volume and positioning for product and services based market analysis
- Plan and coordinate overall launching of new vehicles / product and services with professional knowledge to the product and how to promote & sell
- Report and analyze product, price and sales trend comparison between MMM, competitors and segment / market movement
- Provide recommendation for marketing & promotion strategy to achieve sales target (PDCA)

Requirements:

- Degree in Engineering / Marketing / Business from reputable university
- Preferably with experience in product planning and involved in some level of project management
- Possess technical knowledge in automotive products, market trend analysis and forecasting skills, marketing analysis skills (product positioning, pricing & promotion)
- Good interpersonal, planning and presentation skills. Willing to learn & self-motivated
- Excellent analytical thinking, highly committed and result oriented
- IT & Automotive product knowledge as well as marketing analysis skills will be an added advantage

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
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