



Mitsubishi Motors Malaysia Sdn Bhd is the official distributor of Mitsubishi Motors vehicles in Malaysia. As one of Malaysia's leading automotive company, Mitsubishi Motors Malaysia is committed to produce and sell vehicles that are technologically advanced, high in quality, performance, safety and comfort.

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

MANAGER – PRODUCT & MARKET (based in Shah Alam)

This position plays a key role in product planning tasks by aligning market needs, customer insights, and business goals to guide product development and portfolio decisions. They ensure cross-functional coordination to deliver the right products at the right time for maximum impact.

Responsibilities:

- To propose equipment level, price, volume and positioning for MMM vehicles based on market analysis and prepare proposal for Management approval.
- To manage product lifecycle specification and accessory planning, using Plan-Do-Check-Act (PDCA) method to ensure continuous product improvement and market relevance.
- To propose and monitor project timelines, task list and flag potential risks for new launch of lifecycle models, special editions, and new variants including launch schedules and checklist.
- Analyze market feedback and competitor analysis including automotive industry policies, market trends, competitor information, and international automotive news and propose opportunities / improvement to strengthen market positioning.
- To coordinate market research activities e.g. surveys, car clinics, test drives and analyze the results.
- Strong coordination and communication with internal/external stakeholders on product planning and pricing based on long range planning, guidelines, market, and consumer needs.
- Mentor junior staff and foster team collaboration.
- To carry out any other related job functions as required by supervisor or MMM management.

Requirements:

- Bachelor's degree with qualifications preference in Business, Marketing, Engineering or related disciplines.
- Minimum 5 years' working experience in automotive industry.
- Highly organized and ability to deliver priorities within timelines with high accuracy and attention to details, capable of managing ad hoc tasks and meeting tight deadlines efficiently.
- Strong communication and coordination, proactiveness, planning and execution ability.
- Good general business acumen; analytical, logical, systematic and innovative.
- Excellent PC skills especially Ms Excel, Ms Word, Ms PowerPoint, Ms Teams, etc.
- Preferably with experience in Product Planning, but candidates with backgrounds in Sales Planning, Sales Operations, or Marketing within the automotive industry are also welcome.
- Able to adjust schedules to meet occasional business needs (e.g. events, surveys, etc.).

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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