Market Planner

Your tasks

We are looking for an **analytical, forward-thinking and collaborative Demand Planner** to join our Supply Chain team.

In this role, you will be at the heart of our planning process, connecting **market demand with supply and inventory** to ensure the right products are available at the right time at right place. You will partner closely with Sales, Marketing, Controlling, Plant Operations, Order Fulfilment, Market Distribution and Regional Supply Chain teams across the market.

Beyond managing forecasts, you will turn data into insights, anticipate supply and inventory risks, and influence business decisions. Your contribution will directly impact our **forecast accuracy, product availability, inventory health and customer service levels**.

What You'll Do

Shape Demand & Forecasting

- Develop and maintain demand forecasts across assigned markets and product groups.
- Partner with Sales and marketing teams to translate business strategies, market developments and customer demand into reliable forecasts.
- Analyse demand trends, sales performance and forecast changes to identify risks and opportunities.
- Drive regular forecast reviews and continuously improve **forecast accuracy**.

Connect Demand with Supply

- Maintain and review Production, Sales & Inventory (PSI) planning.
- Proactively identify potential shortages and work with manufacturing plants and supply teams to improve product availability.
- Coordinate replenishment requirements across Regional Distribution Centers and Order Fulfilment.
- Monitor planned versus actual supply and drive actions to improve **confirmed demand and supply reliability**.

Manage Product Lifecycles

- Coordinate planning for **new product launches, phase-ins and phase-outs**.
- Align forecasts with Start of Production (SOP) schedules and market launch plans.
- Keep Sales teams informed on product availability and supply developments.
- Support promotional planning to ensure sufficient product availability.

Optimize Inventory

Job ID
REF100902D

Location
Petaling Jaya

Leadership level
Leading Self

Job flexibility
Onsite Job

Working time
Full Time

Legal Entity
Continental Tyre PJ Malaysia Sdn. Bhd.

- Establish and regularly review safety stock levels.
- Identify opportunities to improve inventory turns while protecting customer service levels.
- Proactively manage slow-moving and obsolete stock.
- Support month-end and year-end inventory targets through analysis and action planning.

Turn Data into Business Insights

- Analyse demand, supply, inventory and service-level performance.
- Deliver KPI reporting with **clear insights and actionable recommendations**, not just numbers.
- Conduct trend and root-cause analysis to support business decisions.
- Maintain planning parameters, master data and data quality to enable reliable planning.

Partner with the Business

- Act as a planning partner to Sales, Marketing, Controlling and Supply Chain stakeholders.
- Provide guidance and training on forecasting processes and planning tools.
- Participate in customer visits with Sales teams to build deeper understanding of market trends and customer needs.
- Build strong cross-functional relationships and contribute to continuous improvement in planning excellence.

What Success Looks Like

You will make a visible contribution by improving:

- **Forecast Accuracy**
- **Confirmed Demand Achievement**
- **Product Availability**
- **Customer Service Level**
- **Inventory Turns**
- **Slow-moving and obsolete inventory**

Most importantly, you will help the business make **better and earlier planning decisions**, balancing customer demand, product availability and healthy inventory, thereby impacting customer service level.

Your profile

Education

- Bachelor's Degree in Supply Chain Management, Logistics, Business Administration, Engineering, Statistics, Mathematics, Economics, or related discipline.

Experience

- 3-5 years of experience in Demand Planning, Supply Planning, Inventory Management, Sales & Operations Planning (S&OP), or Supply Chain Analytics.
- Experience working in a regional or multinational supply chain environment is preferred.
- Experience managing demand / supply across different

regions/countries is added advantage.

Technical Skills

- Strong forecasting and analytical capabilities.
- Advanced Microsoft Excel skills including Pivot Tables, Power Query, and data analysis.
- Experience with ERP and planning systems such as SAP APO, SAP IBP, SAP S/4HANA, or similar platforms.
- Familiarity with PSI management, inventory planning, and replenishment processes.
- Strong data reporting and KPI management skills.

Competencies

- Excellent analytical and problem-solving abilities.
- Strong stakeholder management and communication skills.
- Ability to influence cross-functional teams and drive alignment.
- High attention to detail and data accuracy.
- Ability to work independently in a fast-paced environment.
- Continuous improvement mindset with strong business acumen.

Our offer

Why Join Us?

You will play a key role in driving supply chain performance and business growth by ensuring the right products are available at the right time, in the right quantity, and at the optimal inventory level. This role offers broad exposure to Sales & Marketing, Manufacturing, Logistics, and Regional Supply Chain operations while contributing directly to customer satisfaction and business success.

Ready to drive with Continental? Take the first step and fill in the online application.

About us

Continental is a leading tire manufacturer and industry specialist. Founded in 1871, the company generated sales of €39.7 billion in 2024 and currently employs around 95,000 people in 54 countries and markets.

Tire solutions from the **Tires group sector** make mobility safer, smarter, and more sustainable. Its premium portfolio encompasses car, truck, bus, two-wheel, and specialty tires as well as smart solutions and services for fleets and tire retailers. Continental has been delivering top performance for more than 150 years and is one of the world’s largest tire manufacturers. In fiscal 2024, the Tires group sector generated sales of 13.9 billion euros. Continental's tire division employs more than 57,000 people worldwide and has 20 production and 16 development sites.