Tire Market Intelligence & Pricing Specialist

Responsabilități
Establish PLT Japan pricing strategy, concept and structure through intelligence and insights on market pricing incl. competitors’ pricing and strategic pricing positioning, installing process and tools required in order to add/create value through profit optimization. Also maintain the intelligence databank, support the management decision with last update market and competition information, further develop the marketing intelligence concept with more efficient sales supporting outcomes. Implement pricing strategy and policy to ensure business success.

Develop pricing strategies:
▪ Understanding and Transparency of Pricing systems of markets
▪ Installing pricing system development from current to the future appropriate to support the business development
▪ Understanding and Installing customer-related pricing policies and implementation guidelines
▪ Pricing for New Product lines and Repositioning for Old ones if necessary

Active Contribute to Market Segmentation:
▪ Pricing for different segments (Strategy and Tactics and Process to implement)
▪ Competitive Pricing through Benchmark to competitors’ product lines and their development
▪ Observe and active Recommendation in regards of development and perspectives

Set up price list and work out promotion proposal:
▪ Implement agreed pricing strategies and set up well structured price list.
▪ Monitor market situation and business development.
▪ Propose promotion schemes according to market situation and supply conditions while complying budget and profit guidelines.
▪ Communicate pricelist and promotion announcement to distributors, retailers and end consumers.
Pricing Reports and Pricing Intelligence:

- Install necessary pricing reports to internal management team and other stakeholders
- Manage and steer the product profitability and product mix in close cooperation with controlling
- Support Business Unit functions to work out relevant pricing reports
  Research and deliver analysis on pricing movements and trends incl. competitors' pricing

External Agency Management:

- Manage External necessary relationships with agencies, institutes to get good intelligence.

Lead consumer and customer survey projects to get deep insight of brand equity, product requirements, purchasing behavior, pricing scenario and industrial trends to facilitate business decisions

Marketing Intelligence databank:

- Define the regular marketing intelligence databank update procedure
- Regular update the marketing intelligence databank by actively contact with external consulting agency
- Further develop the marketing intelligence databank with the target of more efficient data checking and data accuracy by good initiative understanding of the internal and external customer needs

According to the customer needs add new elements and functions for the marketing intelligence databank

Regular market information update:

- Understand the internal and external customers needs about the market information by regular customer feedback survey, develop the monthly market information update system for different internal and external customers to support their daily business
- Provide input to central marketing intelligence for regular market information news letter, filing and highlight the industrial news
- Modulate the marketing intelligence information and train internal and external customers by section to help them utility the marketing intelligence tool and output
- Update and further develop the marketing intelligence knowledge tool for increasing internal and external customers’ daily business efficiency
- Breakdown the market information to province/city level and niche market for customers
- Make tailor made market information output by internal and external customer requirements
Lead projects to solve the market information open question with research method

Develop customer friendly marketing intelligence databank interface for internal and external customers (Marketing intelligence software communication system)

Lead the innovation to share marketing intelligence information by software supporting system

**Cerințe**

**SKILLS:**

- Excellent analytical skills, Statistic knowledge
- Conceptional thinking
- Ability to formulate strategies/recommendations based on analysis
- Business knowledge about RE or Aftermarket Automotive
- Sound decision making (options and presentations)
- Good communication skill, fluent in both spoken Japanese and English, fairly good in writing skill
- Project management skills
- Statistic software and databank software knowledge
- Coaching others
- Good in English and Japanese business level of communication

**EDUCATION/ EXPERIENCES:**

- BA in business or administration
- Experience in marketing intelligence or market research
- Travel independently
- Agency management experience with advanced communication skills
- Project management experience in market research/data survey
- Experience in cooperation with external customers and agency
- Leadership experience in project team
- Multi-international company working or cooperation experience

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