

Pricing, Market Intelligence, and Product Management Specialist

Your tasks

Overall:

- Develop and execute the pricing strategy for all tire products to optimize market position and profitability for Thailand market
- Conduct thorough competitor analysis and benchmarking to identify trends, pricing gaps, and opportunities.
- Manage the product lifecycle from conception to end-of-life, ensuring products meet market needs and customer expectations.
- Collaborate with cross-functional teams to align pricing and product strategies (existing and new product)
- Analyze market intelligence to assess customer demands and adjust product offerings accordingly.
- Responsible for developing and executing pricing strategies and product positioning to align with business goals, driving both sell-in and sell-out to maximize sales performance
- Report on pricing effectiveness and provide recommendations for adjustments based on performance and competitor actions.
- Regularly communicate product and pricing updates to senior leadership and other departments.

Pricing:

- Price setting and registration with consideration for Product Positioning, Business Strategy, Competitors, Target vehicles and so on
- Internal price action review and external price monitoring for Conti & Competitors
- Alignment with BA Pricing for price setting of new product line
- Commercial policy & sales condition setting by dealer grade, channel, product segment
- Accrual Setting & Management by dealer grade, channel, product segment
- Set up, run, analyze, and act on the pricing survey.
- Manage price in system with COC team

Product Management:

- 5 Years Product Strategy by brand, segment, channel
- Planning new marketing lines (Business Planning, SPROMAR) incl. alignment with BA Product
- Size expansion to cover market demand (Tire Line Addition)
- Product Information Management (to share internally & externally)
- Monitoring product performance feedback & competitors' product portfolio
- Lead UHP product initiatives: plan, execute, analyze, and implement improvements.

Market Intelligence:



Job ID

REF88250N

Field of work

Marketing and Sales

Location

Huay Khwang

Leadership level

Leading Self

Job flexibility

Onsite Job

Legal Entity

Continental Tyres Co., Ltd.

- Investigation & Analysis for Market Information
- analyze & forecast the number of Car Parc and RE market sales volume
- analyze & forecast market share by brand & channel
- Tire size information management by target vehicles
- Monthly Marketing Report
- Information sharing on vehicle sales, pricing & product

Your profile

- Bachelor's Degree in Business Administration, Economics, Marketing, or related fields
- Experiences in Sales or Pricing
- Experiences in utilizing effective tools for Data Comparison & Visualization
- Strong Communication Skills (Fluent in English is required)
- Strong analytical, strategic thinking, and execution skills
- Equipped with Tire Market Knowledge will be a plus

Our offer

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

About us

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2024, Continental generated sales of €39.7 billion and currently employs around 190,000 people in 55 countries and markets.

With its premium portfolio in the car, truck, bus, two-wheel and specialty tire segment, the Tires group sector stands for innovative solutions in tire technology. Intelligent products and services related to tires and the promotion of sustainability complete the product portfolio. For specialist dealers and fleet management, Tires offers digital tire monitoring and tire management systems, in addition to other services, with the aim of keeping fleets mobile and increasing their efficiency. With its tires, Continental makes a significant contribution to safe, efficient and environmentally friendly mobility.