

## Senior Specialist - Pricing & Product

### Descrição da função

#### Market & Product Intelligence

1. Ensure the collection, analysis and insight reporting of all relevant market information (competitor pricing, sales action & promotions; market trend) through support of Sales team as primary source of data collection.
2. Ensure effective MI communication via regular update to the management and sales team.
3. Make effective use of MI for providing price proposals and meaningful impact to business.
4. Maintain model-wise granular car parc & tire fitment data for current & Future years to understand demand by tire size utilizing available resources (e.g. IHS, JPJ, Segment Y)
5. Keep track of new competitor products/sizes & develop proper market segmentation.
6. Tracking new vehicle launches in Malaysia market & map tire fitment along with details of staggered fitment.

#### Pricing Management

1. Understand brand margin potential, at sell-in and sell-out levels, of Continental brands and competitor brands from information sourced through compliant sources and ensure competitive pricing.
2. Ensure pricing policies are adhered to in order to maintain Continental brands margin potential within the market.
3. To Ensure all the prices, articles & PH are maintained correctly in SAP system.
4. To Ensure up to date & accurate price list maintenance & circulation to dealers.
5. Make analysis with business related implications or decision-making conclusion for pricing
6. Observe and provide active recommendation in regards of price development and perspectives

#### Commercial Policy & Accrual Management

1. Support commercial structure preparation while balancing customer/company needs & minimizing channel conflict.
2. Investigate the need & plan price promotions on monthly level within budgeted accruals in coordination with pricing & product manager & Sales Head.
3. Ensure preparation of impact & efficacy of price promotions on monthly level to country management.
4. Tracking of OOOY/ old DOM tyres effectively in coordination with planners and OE team.
5. Liaise with pricing & product manager & controlling to define accruals & keep in line with FC accruals.
6. Support Business analyst as per 4 - EYE principle to ensure



Identificação da vaga  
**REF88625D**

Local  
**Petaling Jaya**

Nível de liderança  
**Leading Self**

Modalidade de trabalho  
**Onsite Job**

Pessoa jurídica  
**Continental Tyre PJ Malaysia Sdn. Bhd.**

correctness of payouts done for commercial policy, Price Promotions etc.

## **Product Management & Communication**

1. Benchmark to competitors segmentation and analyze consumer purchasing behavior
2. Introduction of new tyre lines / brands/ sizes to achieve business objectives and strategic requirement via the official BP process.
3. Support pricing & product Manager to collaborate with different stakeholders (Sales, Marketing, Supply Chain, TCS) for successful launch plan preparation within defined timelines.
4. Prepare product communication plan with marketing as per local needs & resolve product related queries received from customers.
5. Highlight missing article/sizes to pricing & product Manager & suggest right pattern to be launched in the size or new pattern in existing size.
6. Work with sales head, market planner & pricing & product Manager to forecast for UUHP portfolio.
7. Work with BA team for prompt release of SPROMAR for market launch articles.
8. Alignment of FC for all phase-in and phase-out articles on changes in SOPs with special focus on UUHP (18" above) articles..

## **Requisitos**

Bachelors degree with preference for engineering & business degree.

Candidate must have product/pricing experience with proficiency in SAP, Excel & Power BI.

Candidates with Channel Sales experience in Tire market will be preferred.

## **O que oferecemos**

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

## **Quem somos**

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 2021, Continental generated sales of €33.8 billion and currently employs more than 190,000 people in 58 countries and markets. On October 8, 2021, the company celebrated its 150th anniversary