

APAC Marketing - Pricing & Product Graduate Trainee

Your tasks

Kick-start your career with Continental Tires APAC through our **Functional Proficiency Program (AFPP)**—a structured graduate journey designed to fast-track high-potential talents into future specialists and leaders.

What you'll experience:

- A 12-month structured program with 4 cross-functional rotations
- Exposure and network opportunity to **APAC regional business operations**
- Hands-on learning in **Hands-on exposure to product management, pricing strategy, market intelligence & analysis**
- Real business projects with international stakeholders
- Coaching and mentorship from experienced leaders

Your learning journey includes:

- Product lifecycle management and portfolio positioning
- Pricing strategy, margin management, and market competitiveness
- Understanding customer segments, channels, and tire industry dynamics
- Applying data-driven insights to commercial decisions

The program begins with an **on-site regional welcome week** at the Tires APAC headquarters, helping you connect with peers, leaders, and mentors from day one.

Who should apply?

- Fresh graduates or early-career professionals within 1-3 years of relevant working experience
- Degree in Finance, Accounting, Business, Economics, Marketing, Engineering, or related fields
- Strong analytical mindset and interest in regional business exposure
- Passion for learning in a multicultural environment

Your profile

Education

- Bachelor's degree in **Marketing, Business Administration, Economics, Engineering, Finance, or a related discipline**



Job ID
REF941640

Location
Petaling Jaya

Leadership level
Leading Self

Job flexibility
Onsite Job

Legal Entity
Continental Tyre PJ Malaysia Sdn. Bhd.

Experience

- Fresh graduates or candidates with **up to 3 years of relevant working experience** are welcome to apply, preferably MNC exposure
- Experience in **marketing, product management, pricing, Sales (tyre or related industry), sales analysis, or business analytics** is an advantage

Skills & Attributes

- Fluent in English and preferably in Mandarin and Bahasa Melayu
- Malaysian nationality
- Strong interpersonal and communication skills
- Business acumen with a proactive, open-minded, and ambitious mindset
- Comfortable working in a multicultural environment
- Willing to travel within the APAC region

Our offer

All your information will be kept confidential according to EEO guidelines.

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.

What we offer

At Continental, we let your ideas shape the future to make a meaningful difference in the world, and to themselves.

- Opportunity to gain global experience and build networks from international mobility across our vast organization.
- Flexible working conditions that help you enjoy your work-life balance
- An attractive and holistic rewards package.
- Master your career journeys and realize your greatest potential.

- Open, inspiring and rewarding corporate culture.