

Manager Product,Pricing,BI

Descrição da função

Optimize the product portfolio to support the business objectives. To enhance the product portfolio to be in the priority consideration set of consumers. Upgrade the product portfolio to abide by the changing government regulations if any. Plan & evaluate breakthrough products to provide an edge over competitor. Introduction of new tyre lines / brands to achieve business objectives and strategic requirement.

Establish & implement pricing strategy with respect to competition and maintaining the premium positioning , Plan promotional campaigns related to pricing which can help achieve business objectives. Go To market approach for market intelligence with respect to product and pricing information to develop better price positioning and build Business Intelligence from external & internal sources and generation of required MIS. Introduce price promotional schemes to support sales.

Requisitos

University graduate in Economics, Commerce, Marketing, or Engineering.
Post Graduate in Business Studies, with exp. between 5 - 8 yrs

O que oferecemos

Fluent English & local languages (written and spoken).

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

Quem somos

Continental India Private Limited



Identificação da vaga
REF94356U

Local
Faridabad

Nível de liderança
Leading Self

Modalidade de trabalho
Onsite Job

Pessoa jurídica
Continental India Private Limited