



PR/158606 | Product Strategy Manager

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1548055

Industry

Retail

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

August 6th, 2025 07:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Job Position: Product Strategy Assistant Manager

Job Responsibilities:

1. Initiating ideas on business development strategy, Planning, in order to secure a strong position for in the Market
2. Lead research, testing and evaluation of which products are in demand and worth selling in the for the local market
3. Manage product life cycle, determining whether to launch, end and / or extend a product's lifecycle, ensuring that profit margins for product are maintained
4. Lead business negotiation conversation with vendors in terms of product price, logistic, training and product quality to maximise company profitability
5. Prepare marketing and education literature for the purposes of cultivating greater product knowledge amongst sales and service organization and staff to be able to better facilitate the sale of products
6. Prepare market intelligence report by conducting environmental checks via observation of competitors and industrial trends

Job Requirements: -

1. Minimum of a Bachelor's degree in Business Administration and / or Marketing
2. In tune with market conditions as well as demographic and industrial trends
3. Minimum of 6-8 years working experience product management and marketing

4. Minimum of 2 years in a managerial capacity
5. Possess Project Management Experience
6. Skills : Negotiation and influencing, Financial acumen, Business acumen, Interpersonal / Communication, Stakeholder Management, Analytical Thinking, Project Management
7. Research & Analytical experience will be an advantage

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Company Description