



商品戦略企画/ Platform Management for Heavy Medium Duty Truck Bus

三菱ふそうトラック・バス株式会社での募集です。 商品企画・開発（マーケティング...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

三菱ふそうトラック・バス株式会社

Job ID

1551362

Industry

Automobile and Parts

Company Type

International Company

Job Type

Permanent Full-time

Location

Kanagawa Prefecture

Salary

5 million yen ~ 8.5 million yen

Work Hours

08:00 ~ 17:00

Holidays

【有給休暇】有給休暇は入社時から付与されます 入社7ヶ月目には最低10日以上 【休日】完全週休二日制 1月～6月入社の場合は1...

Refreshed

July 24th, 2025 06:00

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2262629】

商品戦略を担う部門にて、大中型トラック・バスの商品戦略企画をお任せいたします。
マーケットトレンドリサーチからレポート、中長期の戦略建て、役員層へプレゼンまで幅広い業務に携わることができま
す。
商品戦略の側面から、各部門と協働しプロジェクトマネジメントいただくポジションです。

[Your Responsibility]

As part of the Product Planning and Strategy Truck Asia team you will be responsible for regularly reviewing the lead product projects make strategic direction to enhance MFTBC's Heavy Duty Medium Duty Truck and Bus Portfolio to meet Business Strategic directions. You and your team will be responsible to ideate evaluate manage and implement lifecycles of our DTA product planning through engagement with internal and external stakeholders. You will also be responsible to manage our HMDT Bus product landscape and create a sustainable transformation for our customers.

[Market/Product Understanding]

1. Bring together market insights/impulses customer/market needs to ideate on solutions to support DTA's product strategy.
2. Build product intelligence competition tracking product chessboards product gaps on a regular basis to provide a reference for product directions.
3. Analyze identify industry trends based on market research to develop program roadmaps for solutions incl. transition from Diesel to xEV
4. Develop KPIs to be able to measure the success of the product in collaboration with line functions incl. establishment and maintenance of tools like QFD to translate customer requirements to product requirements.
5. Analyze market situation/demand/future trend/ regulation/ competitor strategy.

[Product Planning Strategy]

1. Create implementation plans based on the overall product strategy and roadmap supporting the decision making process for the investment and prioritization cycles.
2. Develop product positioning plans that meet current and future market needs and achieve business profitability and growth objectives.
3. Develop a product SWOT matrix to identify areas of improvements.
4. Identify lifecycle measures to ensure competitive product portfolio (eg. cost reductions technical shifts etc.)
5. Evaluate markets for macro segment developments and movement for HMDT Bus segment.
6. Derive ideas to find best fit solution for our markets and customers

[Project Management]

1. Lead define implement and manage product projects for Heavy duty Medium Duty Bus segments (Kick off concept approval to QG9) including target cost setting risk management according to product creation process logic.
2. Ensure DTA aspirations (our organizational goals) are embedded in our future product plan.
3. Define suitable interfaces to projects to ensure components roadmaps are aligned to the product strategy.
4. Proactively review cross functional work and map to project deliverables to keep track on approved targets.
5. Prepare and report projects for board approvals at MFTBC's product forums.
6. Define and integrate line functions to create a project team external service providers and suppliers.
7. Adhoc projects based per business requirements growth plan

Required Skills**Qualifications****■ Experience**

Professional experience in Project Management or Project Planning in an automotive company or related industry
Understanding of Commercial vehicle industry is a plus

■ Knowledge Skills

Excellent project management skills (PMP is a plus)
Distinctive ability to grasp complex scenarios and carve out business opportunities
Excellent communication and presentation skills
Entrepreneurial mindset that understands the dependencies in an agile business environment
MS Office (Excel PowerPoint)

■ Language:

English Business level
Japanese (for internal use)

Ideal Candidate

A person is always passionate and able to proceed forward under ambiguous situation.
Keep good relationship with business partners even if under critical conflict
Self driven and go over complex problems and challenges under ambiguous situation
Able to convince stakeholder by using analysis/ expertise skill
Positive mindset and confidence to overcome difficult phases

Company Description

- トラック・バスの開発、製造、販売、輸出入