



PR/109620 | DGM- Product Planning

Job Information

Recruiter
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Job ID

1556719

Industry

Other (Manufacturing)

Job Type

Permanent Full-time

Location

India

Salary

Negotiable, based on experience

Refreshed

September 2nd, 2025 10:11

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

Purpose of the Role

The Deputy General Manager – Product Planning is responsible for leading strategic product planning initiatives for high-level motorcycle development projects. The role focuses on driving competitive model introductions through detailed market research, strategic analysis, and cross-functional collaboration. The objective is to ensure that new products align with customer expectations, outperform competitors, and support the company's long-term growth strategy.

Job Specifications
Educational Qualifications

- Graduate or Postgraduate in Business Administration, Engineering, or a related field.

Knowledge and Skills

- Strong analytical and strategic thinking abilities
- Excellent communication and presentation skills
- Proficiency in market research tools and data interpretation
- Familiarity with 3C analysis and product lifecycle management

Key Responsibilities

- Lead product planning for high-level motorcycle projects from concept to launch
- Conduct comprehensive 3C analysis (Customer, Competitor, Company) to identify market opportunities and define product positioning
- Develop product strategies aligned with market trends, customer expectations, and corporate objectives
- Collaborate with R&D, Marketing, Sales, and Supply Chain teams to ensure timely execution and alignment
- Monitor competitor activities and market performance to recommend strategic adjustments
- Prepare business cases and presentations for senior management to secure approvals for new models
- Support long-term product portfolio planning to ensure sustainable growth and innovation

Experience and Business Understanding

- 10 to 16 years of experience in product planning or strategy, preferably in the two-wheeler segment
- Proven track record of launching competitive models
- Ability to work effectively in a fast-paced, multicultural environment
- Exposure to Japanese work culture is an added advantage

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Company Description