



Product Planning and Project Management ・ BUS ICE xEV

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

1585401

Industry

Automobile and Parts

Company Type

International Company

Job Type

Permanent Full-time

Location

Kanagawa Prefecture

Salary

5 million yen ~ 9 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

April 2nd, 2026 15:13

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 NJB2369000】

【仕事内容/Job Description】

1. 市場および製品の理解
 - ・顧客課題の精査・分析によるインサイト収集・整理
 - ・市場動向、需要、トレンド、法規制、競合戦略の分析
 - ・競合情報の定期収集と製品戦略立案への情報提供

2. プラットフォーム／ポートフォリオ管理
 - ・プラットフォーム戦略およびロードマップ策定の主導・支援
 - ・市場ニーズに対応した製品ポジショニング計画の策定
 - ・バリューチェーン全体との連携による顧客の声の反映
3. コンセプト企画およびプロジェクト管理
 - ・データ分析に基づく課題特定と意思決定の推進
 - ・プロジェクトコンセプト定義の主導（Kick offからSoPまで）
 - ・タイムラインおよび業務プロセスに沿った成果物の追跡
 - ・プロジェクトリスクの特定と緩和策の定義・フォローアップ
 - ・変更管理の調整・運営
 - ・意思決定に必要な報告書および関連資料の作成

Key Responsibilities:

1. Market and Product Understanding

- o Collaborate with segment strategy and markets to scrutinize and analyze pain points bundling customer insights for future vehicle platforms
- o Analyze market situation/demand/future trend/regulation/competitor strategy
- o Build product intelligence competition tracking product chessboards product gaps on a regular basis to provide a reference for product directions

2. Platform/Portfolio Management

- o Lead and support the development of platform strategies and roadmaps to guide DTA's overall product prioritization process
- o Develop product positioning plans that meet current and future market needs and achieve business profitability and growth objectives
- o Liaise with stakeholders including bodybuilders partners and customers creating touchpoints throughout the value chain to ensure that the Voice of the Customer (VoC) is triggered during project planning phase

3. Concept Planning and Project Project Management

- o Lead product and project concept definition from kick off to SoP analyzing challenges using data and guiding stakeholders toward data driven decisions
- o Independently track key project deliverables according to the project timeline and Fuso Bus business processes
- o Identify cross functional project risks and define and follow up on mitigation measures
- o Coordinate and manage project change management independently
- o Prepare project reports and documents for decision making at the MFTBC product forum

※Selection Process

This selection process is primarily conducted by Mitsubishi Fuso Truck and Bus Corporation (hereinafter referred to as the Company) and the Company will be the employer (the party entering into the employment contract). Due to the launch of a new business you are expected to be transferred (tensekki) to a new company upon its establishment. (In this case the employer under the employment contract will change to the newly established company). This transfer will be carried out only after obtaining your consent at the time of job offer acceptance. Furthermore due to the nature of the business operations representatives from the Company and Mitsubishi Fuso Bus Manufacturing Co. Ltd. may participate as interviewers. Application information may be shared between the Company and the representatives of the aforementioned company for recruitment purposes. All representatives are bound by confidentiality obligations and will not use the information for any purpose other than the selection process.

■Job Summary

Our product project teams steer new truck development projects ensuring that we launch products that delight our customers and are introduced in time quality and cost. Our Sales leads are the face and voice of the market within the project team as product management. They steer and coordinate all relevant sales activities moderate between organizational constraints and market needs and harmonize different regional requirements in one sound product line up. They successfully prepare and execute their product launches by listening to the markets providing a clear direction ensuring clear information flow and alignments between the markets and HQ identifying managing sales related risks and searching for defining countermeasures for sales issues.

They facilitate and lead cross functional discussions for market requests as well as feature deep dives to define the customer value proposition. Under their leadership the sales organization finds their voice in the project team and completes all preparations towards a smooth product launch in the markets.

1. Market Understanding

Conduct analysis of the characteristics and needs of responsible market LDT (diesel Canter eCanter) segment and systematically organize the information required for vehicle development projects.

2. Product project Sales Sub Project Lead

Participation to product project CTM as SPL (sales representative). Ensure required deliverables as representative of sales/market. Co ordinate with sales and market management team to ensure timely and smooth launch of product projects

3. Communication and documentation

Coordinate with Sales in Advanced market towards Product development and launch activities

【部門の説明/紹介】

三菱ふそうトラック・バス株式会社は、商用車業界のリーダーとして、革新的で高品質な製品をお客様の多様化するニーズにお応えする形で提供しています。

現在、製品戦略および開発を推進するために、意欲的で優秀な**プロダクトプランナー（商品企画担当）**を募集しています。

部門構成

三菱ふそうバスのプロダクト&ストラテジー部門は、次の2つの中核チームで構成されています。

1. プロダクトプロジェクトマネジメントチーム

製品開発プロジェクトの計画から実行までをリードし、タイムラインと品質を確保する役割を担うチーム。

2. プロダクトマネジメントチーム
市場動向や顧客ニーズを踏まえた製品戦略の策定と、ポートフォリオの最適化を推進するチーム

これらのチームは、関連部門と緊密に連携しながら、製品プロジェクトの推進と市場活動の戦略的管理を行っています。

Mitsubishi Fuso Truck Bus is a leader in commercial vehicle industry dedicated to delivering innovative high quality products that meet the evolving needs of our customers. We are seeking a talented and motivated Product Planner to join our team and help drive product strategy and development.

The Product and Strategy Department at Fuso Bus consists of two core teams:

1. Product Projects Management
2. Product Management.

These teams collaborate closely with all cross functional departments to manage product projects and market activities

Required Skills

1. 必要とされる資格
 - ・ ビジネス、ファイナンス、マーケティング、エンジニアリング、または関連分野の学士号
2. 必要とされる経験
 - ・ 自動車業界での経験
 - ・ 市場調査、競合分析、技術動向に関する確かな理解（※知識＋実務経験が前提と考えられる）
3. 必要とされる能力
 - ・ チームや課題を主体的に推進する強いオーナーシップ意識
 - ・ 優れたコミュニケーション能力およびステークホルダーマネジメント能力
 - ・ 自立して業務を遂行し、複数のプロジェクトを同時に管理できる能力
 - ・ 高い分析力と問題解決能力

Company Description

- トラック・バスの開発、製造、販売、輸出入