



Product Planning Manager

Job Information

Recruiter

[iWill Capital G.K.](#)

Hiring Company

Our client is a startup in the energy sector

Job ID

1478540

Industry

Other

Company Type

Small/Medium Company (300 employees or less) - International Company

Non-Japanese Ratio

About half Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

7 million yen ~ 8 million yen

Refreshed

June 21st, 2024 03:00

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

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

職務の目的:

当社の電力小売事業における競争力の強化と市場シェアの拡大を目指し、市場動向調査の実行、価格設定の立案、および販売戦略策定への参画を行う。

主な職務内容:**1. 市場動向調査:**

- 国内外の電力市場、特に新電力と旧一電（地域電力）に関する最新の市場動向を調査。

- 他社の小売価格、サービス内容を定期的に分析し、市場のトレンドを把握。

2. 価格戦略の策定:

- 顧客にとって他社に比し競争力のある小売価格水準・体系、および代理店に訴求する手数料水準・体系につき、当社の財務目標とも連動しつつ戦略的に立案する。
- くわえて、価格競争に頼らない当社の非価格競争力（脱炭素、サービス品質など）を戦略に組み込む。

3. 電力調達戦略:

- 新たな、または最適な電力調達先の開拓に関する戦略策定へ参画し実行する。（価格、安定供給、環境配慮など、多角的視点からの調達先を選定）

4. 販売戦略の策定:

- 市場分析に基づくターゲット市場の特定。
- 代理店やパートナーとの関係構築、販売促進策の策定。
- マーケティング戦略と連携した販売戦略の立案と実行。

5. 社内協業:

- 企画（マーケティング含む）、調達等を行う部署との緊密な連携を図り、一貫した戦略を実行。
- 社内での商品知識の共有、教育プログラムの提供。

Purpose of Position:

To strengthen competitiveness and increase market share in our electric power retail business by conducting market trend research, developing pricing plans, and participating in the formulation of sales strategies.

Main Responsibilities

1. Market Trend Research:

- Research the latest market trends in the domestic and international electric power market, particularly with respect to new electric power companies and the former Ippen (regional electric power companies).
- Regularly analyzes retail prices and service offerings of other companies to identify market trends.

2. Formulate pricing strategies:

- Strategically develop competitive retail pricing levels and structures for customers and commission levels and structures that appeal to distributors, in conjunction with our financial objectives.
- In addition, incorporate our non-price competitiveness (e.g., decarbonization, service quality, etc.) into the strategy.

3. Power Procurement Strategy:

- Participate in the development and implementation of strategies to find new or optimal power suppliers. (Select suppliers from multiple perspectives, including price, supply stability, environmental considerations, etc.)

4. Sales strategy development:

- Identify target markets based on market analysis.
- Develop relationships with distributors and partners, and formulate sales promotion measures.
- Formulate and execute sales strategies in coordination with marketing strategies.

5. Internal collaboration:

- Close collaboration with departments engaged in planning (including marketing), procurement, etc., to execute consistent strategies.
- Internal sharing of product knowledge and educational programs.

Required Skills

必要な能力:

- 電力市場、特に新電力市場における業務経験と深い理解。
- B2Cの商品企画および販促・キャンペーン企画の知見および経験。
- 市場調査、データ分析の知見および経験。
- 戦略的思考能力、問題解決能力。
- 良好なコミュニケーションスキルとチームワーク。
- プライシング、財務分析の知識。
- プロジェクトマネジメントのスキル。

歓迎:

- 電源調達の知見および経験

Required Skills/Experience:

- Experience and in-depth understanding of the electric power market, especially the new power market.
- Knowledge and experience in B2C product planning and sales promotion/campaign planning.

- Knowledge and experience in market research and data analysis.
- Strategic thinking and problem-solving skills.
- Good communication skills and teamwork.
- Knowledge of pricing and financial analysis.
- Project management skills.

Welcome:

- Knowledge and experience in power procurement

Company Description