



## PR/158606 | Product Strategy Manager

### Job Information

**Recruiter**

JAC Recruitment Malaysia

**Job ID**

1522279

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Malaysia

**Salary**

Negotiable, based on experience

**Refreshed**

February 18th, 2025 12:39

### 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