

Concept Planning Specialist

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Company: Toyota Motor Europe

Location: Zaventem

Category: other-general

Your team and your responsibilities

Team description

Concept planning represents the first phase in product planning where the new product idea is defined, agreed and approved. Concept planning team deeply investigate the future trends in the market, the competitors, and the target customer profile to propose a product concept which is then verified via the customer research. If the concept idea is successfully proved, it is handed over to the product planners for more detailed study resulting with the new product appearance on the market in several years.

Your responsibilities

Develop a new car concept (target customer, position in the market, body type, business case, USP, towards the official management approval and handover to the product planning team

Research current/future automotive market and competitors' trends

Study and analyse automotive market data (sales figures, prices, product specifications, as well as customer behaviour

Organise customer research (. focus group)

Study future model volume potential, price positioning and profit assumptions (business case)

Interact with Toyota Motor Corporation in Japan and any relevant Research & Development members, to ensure a timely delivery of project milestones and results

Participate in the annual mid-term product planning process

Want to know more about how it is to work at Toyota? Check-out Or

Your Profile

You are fluent in English (TME's business language)

You have 5+ years of experience in product planning, marketing, customer research

You have an interest in automotive business (latest trends, companies, models,

You are experienced in data crunching, data interpretation and analysis

You are creative, a curious person with start-up mindset

You have good negotiation skills in a multi-cultural environment

You are result-driven and able to break-down complex tasks into manageable portions

You have excellent communication, visualisation and presentation skills

You are an expert in PowerPoint and Excel

Place of employment

Belgium - Brussels (Evere): Toyota Motor Europe, Head Office

We offer

Toyota offers a comprehensive remuneration package, including a bonus scheme and interesting extra-legal benefits. We provide flexibility to take care of both your career and your personal life by providing hybrid work environment with structural possibility to both work from home & collaborate in the office. You can also take your work abroad for up to 20 days/year.

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