**Designation :** - Product Manager (e-bicycles)

**Location :** - Mumbai/ Pune

**Qualification : -** MBA with 5+ years’ experience

**Job Description**

We are hiring a Product Manager (e-bicycles) who shares our passion for electric mobility and innovation. The product manager will be responsible for working with cross-functional team to achieve success of e-bicycles

**Duties and Responsibilities**

* Identify target markets and develop strategies to engage potential customers
* Use market research techniques to find market, competitor and customer insights
* Understand market dynamics and develop differentiated value propositions to support growth plans
* Develop and formalize product pricing trends
* Develop go to market strategy, sales forecasting and tactical execution plan
* Work closely with sales, marketing and production department to introduce competitive products and improve existing products
* Develop sales channels and build relationship with partners
* Devise sourcing and vendor development strategies to support growth projections
* Establish cost models using key commodity and industry data to ensure cost competitiveness
* Improve prices and terms of business with suppliers through negotiation
* Plan and develop e-commerce strategies for domestic and international markets

**Required Knowledge, Skills and Abilities**

* Ability to think strategically
* Analytical skills and attention to detail
* Creativity and an ability to produce innovative and original ideas
* Ability to work with people having diverse skills
* Ability to manage budgets
* Good written and verbal communication skills
* Good understanding of market research
* Project management skills