



AMIT GANGULI

Phone: +91-7804916424

E-Mail: amitganguli005@gmail.com

LinkedIn URL: [linkedin.com/in/amit-ganguli-9787a98a](https://www.linkedin.com/in/amit-ganguli-9787a98a)

An enthusiastic & high energy-driven professional, targeting assignments in Marketing/Operations

PROFILE SUMMARY

- **A goal driven professional** offering **over 2 years** of experience in Marketing & Operations.
- Skilled in Risk Management, Competitor Analysis, Market Research, MIS & Documentation, Client Relation and Market Penetration
- Proven expertise in competitive market analysis, contract negotiations and new product launch and positioning
- Success of Lean implementation for reducing and managing WIP/ inventory and improving material flow
- Certified in **Digital Marketing**
- Possess **analytical thinking** and **innovation & problem-solving capabilities**

CORE COMPETENCIES

~Vendor management
~Strategic Planning
~Client Relation

~ Project Handling
~ Competitor Analysis
~ Market Penetration

~ Inventory Control
~Market Research
~Market/Strategy Development

ORGANISATIONAL EXPERIENCE

Since Jul'18 with Godrej & Boyce Manufacturing Company Ltd. , Raipur, Chhattisgarh as Management Trainee

Key Result Areas:

- Performed analysis of customer demand, sales forecasts and historical material usage to develop and execute build to order and build to forecast plans
- Handled Projects that requires to be completed within the stipulated time frame.
- Supervised shipping of the materials to ensure that there are no defective items in the finished products
- Layout formation and working on PQ's(Pre-qualification criteria) in tenders.
- Conducting market research and procurement & supply of ordered materials that is to be sent to end –user.
- Negotiated with the vendors and placed order for the raw materials & ensured on-time delivery of the placed orders
- Developed relationships with channel partners to drive sales of the products through their customer base
- Fostered and sustained important successful business partnerships.
- Assisted in developing pipeline for new retail business opportunities.
- Advising customers about delivery schedules and after-sales service offered by the company
- Providing training to the channel partners and working on their developments.
- Preparing AOP's, working on outstandings and strategic profit monitoring in different LOB.
- Managing comprehensive follow-up, while coordinating with customers and vendors to resolve issues; tailoring resolutions to meet customer needs
- Maintaining knowledge of current sales & promotions, policies regarding payment and exchanges and security practices

Nov'14-July'15 with Mahindra & Mahindra, Raipur Chhattisgarh as Service Advisor

Key Result Areas:

- Resolving the issues related to the high-end vehicles (XUV –All ranges).
- Working as a team with floor staff in order to deliver the vehicle on or before the stipulated time.
- Guiding the supervisors to adopt the 5S / Kaizen in the workplace.

INTERNSHIP

Title: Study of Analysis of Production Compliance with respect to Specifications in TCIL Supply & Measures of Improvement

Organisation: Tata Tin Plate, Jamshedpur

Period: Apr-Jun'17

Description:

- The basic focus on this research is to know how effective the supply chain management process is performed within the organization as well as outside the organization
- To know how the production variability in the production process affects the improved supply chain as well as customer satisfaction

Key Learnings: From this study got a very good idea of supply chain management in practical scenario. Learnt lot of things about supply chain as well as production diversion which do occur in the company because of coil diversion between the process from one customer to other due to quality problem, specification problem, etc.

ACADEMIC PROJECTS

Empirical Study

Title: A Study on Unmarried Women in IT industry towards Ready-to-eat Products in Bangalore with respect to MTR, Nestle, Haldiram's

Period: Oct to Jan 2017-2018

Description:

- In India, the most of the food consumption is still at home. But with the time, convenience food consumption is increasing due to increase in urbanization
- The current study undertaken is "Empirical study on unmarried women in IT industry towards Ready-to-eat products in Bangalore with respect to MTR, Nestle and Haldiram's
- The population being "unmarried working women", this study meant to be conducted on 100 unmarried working women between the age group of above 22 to 40 years. All the samples were selected randomly from the various areas of Bangalore city

Title: Marketing Internship- Sales & Research

Period: Jan'17-Jan'17

Organisation: ITC Ltd., Bangalore

Description:

- This project dealt with application of sales promotion techniques to sell and promote the products of ITC in Big Bazaars across Bengaluru city
- In-store conducted research to understand consumer behavior in the catchment area

Title: Project on Photo-electric Carriage

Period: Jun-Aug'13

Organisation: College Project (B.E. Mechanical)

Description:

- A solar based automobile is combined with a new mechanical gear based vehicle unit is designed and implemented (Photoelectric carriage).
- A solar bicycle or tricycle has the advantage of very low weight and can use the riders foot power to supplement the power generated by the solar panel roof

CERTIFICATION

- Certified in Digital Marketing from Intern Theory
- Pursuing certification course on Data Science from Edwisor

EXTRACURRICULAR ACTIVITIES

- Organized college events – perception, club activities, placement talks, & farewell
- Received the Best Class Representative award and recognition
- Have been a member of cultural committee and marketing club
- Attended 3 days workshop on ROBOTICS in UG
- Participated in:
 - Anchoring in various college events
 - Fest organized at IIM Bangalore
 - Skit and drama in all cultural events and organized some of them
- Placement Committee Member

EDUCATION

- 2018 PGDM (Operations & Marketing) from Ramaiah Institute of Management, Bangalore with 76%
- 2014 B.E. (Mechanical) from S.S.I.P.M.T., C.S.V.T.U., Raipur, Chhattisgarh, with 74%
- 2010 12th from Dronacharya Public School, CGBSE Board with 78.2%
- 2008 10th from Jain Public School, CGBSE Board with 82.5%

PERSONAL DETAILS

Date of Birth: 6th May 1992
Languages Known: English, Hindi and Bengali
Marital Status: Single
Address: Near Pooja Plastic Pvt. Ltd., Shrikrishnapuri, Road-B, Raipur (C.G.) PIN: 492001