



Sahil Chopra

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Summary

I am a motivated individual with experience in marketing. I have a strong understanding of the industry and am always looking for new ways to promote products. I am eager to use my skills to help a company reach its goals.

Skills

- MS Word
- Marketing
- Team Work
- Leadership
- Communication
- MS Excel
- MS Powerpoint

Education

- MBA | FULL-TIME
The Northcap University 2022 - 2024
Post Graduate Marketing and Fianance **(6.3)**
- BBA | FULL-TIME
The Northcap University 2019 - 2022
Graduate Administration **(5.7)**
- CBSE
Blue Bells Model School 2018 - 2019
12th Commerce **(7.9)**

Internships

- UNDERSTANDING AND UTILISING THE INVENTORY MANAGEMENT OF NAGATA INDIA PRIVATE LIMITED | INTERN
Nagata India Private Limited 2023 - 2023

During my internship, I gained valuable insights and hands-on experience that deepened my understanding of Inventory Management.

I managed the Purchase department and the Sales department at Nagata India Private Limited, ensuring the availability of raw materials and the distribution of final products. I optimized inventory levels, reducing excess stock by 15%, and implemented a just-in-time ordering system that improved operational efficiency. I collaborated with suppliers to negotiate favorable terms, resulting in a 10% cost reduction. Additionally, I analyzed sales data to forecast demand accurately, leading to a 20% increase in order fulfillment rates. My proactive approach in resolving supply chain issues minimized downtime and enhanced overall productivity.

Projects

- Optimising market penetration strategies and pricing strategy for Apple iPhone in domestic Indian market* 2024 - 2024

Objective: To identify and optimize market penetration and pricing strategies for Apple iPhones in the domestic Indian market.

Key Responsibilities:

- Market Research: Conducted comprehensive surveys targeting

both iPhone users and non-users to understand consumer preferences and behavior.

- Data Analysis: Analyzed survey data to identify key trends and insights, informing strategic recommendations.
- Competitive Analysis: Evaluated competitive landscape to benchmark Apple's positioning against key competitors.
- Pricing Strategy: Developed dynamic pricing models to enhance market penetration and maximize revenue.
- Consumer Insights: Gathered and interpreted consumer feedback to refine product offerings and marketing tactics.
- Reporting: Compiled detailed reports and presentations to communicate findings and recommendations to stakeholders.

Key Achievements:

- Successfully identified critical factors influencing consumer purchasing decisions.
- Recommended pricing adjustments.
- Enhanced customer segmentation strategies, improving targeted marketing efforts and customer acquisition rates.
- Contributed to the development of localized marketing campaigns that resonated with the Indian consumer base, driving brand loyalty and engagement.
- In-depth knowledge of market dynamics and consumer behavior in the technology sector.

Certification

- Lifestyle for Environment:
- Food Donation:
- Vinayaka-Donation Drive:

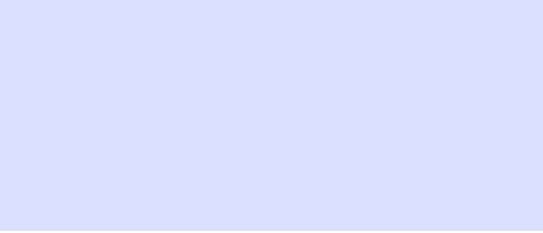
Awards

- Cricket- Man of the Match:
- Secured "Man of the Match" award by scoring most runs and taking 3 wickets, showcasing exceptional all-round performance and contributing to the team's victory.

Hobbies

- Music - Instrumental, Cricket, Travelling , Automobile

Languages



- English, Hindi