

GAUTAM .V. NAIK

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Career Objective

To utilize and improve my skills in your esteemed organization, hence acquiring the knowledge, which will help me to explore myself fully & realize my potential thereby to obtain a position in your esteemed organization using my self-knowledge, confidence, patience, communication skills & direction skills.

Academic Qualifications

- **MBA (Marketing and Operations specialization), B.V.B COLLEGE, VTU (Autonomous) ,70.4%, 2015**
- B.com, J.K college, Karnataka University, 53.36% , 2013
- PUC(Commerce), J.K college, Karnataka University, 40.33% , 2010
- SSLC, Girish English Medium School, Karnataka University, 56.32% , 2008

Skills and Certificates

- Tally ERP 9
- Computer basics
- Enterprise resource planning

Achievements

- Twice winner of Inter school cricket tournament
- Second in Inter school chess tournament
- Winner in Inter college cricket tournament

PROJECT

Company Name: Big Bazaar Hubli.

Title: “A comparative study of customer’s attitude towards private/ home brands and national brands”

Duration: 45 Days

Description: The project was taken to find out the reason for the slow moving of private label brands compared to national brands and also to understand customer’s perception towards private label brands.

Major Findings:

Based on the interpretations, I found that maximum people are attracted towards national brands because of their price, packing and quality, and there purchase is influenced by advertisements. Thus the trust on private brand is low because of their low quality products, less promotional activity and average packaging. It can be concluded that people are more driven by quality, price, and advertisement and packing, so retailers should focus on changing customer attitude towards private brand. Placement of private label products in the store is more important for drawing attention of the customers.

Suggestions:

Some of the points which I suggest

- The products of private brands can be promoted more.
- The customers should be informed about the offers and schemes associated with the products of the private label brands.
- Special Zone can be developed to enhance the selling of private label brands.
- Private label products can be placed around national brands as it provides the opportunities for customers to compare and evaluate them.
- Pricing is a major factor for differentiating from national brands & generates preference for private brands. The customers expect to get a good quality at a reasonable price. The retailer can set the price at a level where the customers feel that they are getting much more than what they paying for it.
- Private label brands lack to maintain the quality in terms of packaging of the products, packaging is one of the important tools to attract customer’s attention. So they have to focus in improving packaging.

Language: English, kannada, Hindi, Konkani

Personal Details

- **Date of Birth** : 11-9-1992
- **Gender** : Male
- **Marital status** : Single
- **Nationality** : Indian
- **Religion** : Hindu
- **Interests and activities** : Playing chess and cricket, reading books

DECLARATION

I hereby declare that all the statement stated above are completely true and correct to the best of my knowledge and belief.

Place: Bangalore

Date

Gautam v. Naik