

Sagorika Joardar

M.B.A (Marketing) - Army Instt of Management, Kolkata

Marketing professional in FMCG industry with hands-on experience in both B2C and B2B types. Expertise in planning and execution of marketing strategies, identification of potential customers, Retailing and also Brand Promotion. Adept in assortment planning, procurement, maintenance and movement of merchandise, co-ordination & meeting vendors, PO creation, inventory management, co-coordinating with logistic department, vendor payment etc.



E-mail: sagorika.j@gmail.com Mob: 8420149239 / 7657016545

PROFESSIONAL EXPERIENCE – 5 Years 6 Months

Designation: Executive – Purchase (Procurement Supply Chain)

Organization: Dot And Key Wellness Pvt. Ltd. – A Nykaa Enterprise

Period: May'23 – Present Posted: Kolkata

Reporting To

Supply Chain Manager

Roles & Responsibilities

- Maintain inventory at various WH (Pan India Warehouse) of Dot & Key.
- Handle Suppliers (Vendors), Vendors Coordination & Meeting.
- Purchase Order (PO) creation of Finished Goods (Skincare), RM & PM.
- Analyze and control Out of Stock categories at warehouse – level.
- Maintaining vendor payment details.
- Inventory Management & Streamlining.
- Handle end-to-end procurement of beauty products till its connectivity.
- Coordination with the Logistic Department for proper vehicle connectivity.
- Maintaining timely GRN with the operation team at warehouse – level.

Designation: Buyer (B&M) - FMCG

Organization: BIGBASKET – A Tata Enterprise

Period: Nov'21 – April'23 Posted: Kolkata

Reporting To

Category Manager / B&M (Head)

Roles & Responsibilities

- Assortment Plan
- Maintain DC (Distribution Center) fill rate for various FMCG items
- Handle Suppliers (Vendors), Vendors Coordination & Meeting
- Purchase Order (PO) creation
- Analyze and control Out of Stock categories
- Track the movement of merchandise for all stores
- Reports Review (Product Life Cycle, Growth/D-Growth of Category)
- Handle end-to-end procurement of FMCG items

Designation: Team Leader (Strategic Business Unit)

Organization: Himalaya Wellness Company (Formerly, Himalaya Drug Company)

Period: July'19 to Mar'21 Posted: Bhubaneswar

Reported To

Regional Manager / Zonal Manager, Kolkata

Roles & Responsibilities

- Looking after sales of the Himalaya Baby Care & FMCG products for MT (Modern Trade), EMT (Emerging Modern Trade) & GT (General Trade) in 3 States including entire Odisha, Jharkhand and part of Bihar.
- Distributor Handling

- Ensuring maximum Brand Visibility & Brand Promotion.
- Ensure to meet annual target for sales on quarterly basis
- Handling a team of 26 Sales Promoters
- Finding of untapped markets and increase the channel & retail base.
- Coordinating and maintaining smooth relation of Himalaya Team with Store Team.

Business Achievements

Sales target achieved by my team during 2019-20 in three states -

- Odisha: 102.64 %
- Bihar: 100.85%
- Jharkhand: 104.34%

Role: Management Trainee

Organization: Yaantra

Experience: 2 Months Internship (as part of MBA curriculum) **Posted: Kolkata**

Reported To

Area Sales Manager, Kolkata

Roles & Responsibilities

- Market Survey among the retailers as well as customers to understand the demand pattern for the products of the company.
- Meet weekly target for sales of Yantra's Refurbished gadgets
- Pursue and meet daily target for installation of Company App.
- Gaining knowledge of refurbished gadgets.

PERSONAL DATA

Date of Birth : 29th July, 1995

Marital Status : Unmarried

Address :

Deeshari Megacity. EM Bypass Extn. Rajpur (Sonarpur). Kolkata - 700151.

SCHOLASTICS

	Year	Institute	DGPA / %	Board / University
MBA Major: Marketing; Minor: Finance	2019	Army Institute of Management, Kolkata (AIMK)	6.82 (61%)	MAKAUT, Kolkata Formerly, West Bengal University of Technology
BBA (Hon)	2017	Institute of International Trade, Kolkata	7.42 (67%)	- do -
Class XII	2013	Sri Chaitanya Techno School, Visakhapatnam	63%	CBSE
Class X	2011	Kendriya Vidyalaya, BSF Campus, Kishanganj	87.4%	CBSE
ANIIT	Not completed	NIIT, Salt Lake Centre, Kolkata		NIIT

Training/Projects/Seminar/Certificate/Prize

- ❖ Attended 7 days Induction-cum-Training Programme on Sales & Marketing sponsored by Himalaya Drug Co. at Bangalore.
- ❖ PP presentation at Himalaya's Business meet in Kolkata 2020, titled: *A Comparative Analysis on Target, Achievement, Plan with Manpower Details for Eastern Region*
- ❖ Project submitted on "Analysing of B2B Sales and Refurbished Mobile Phones with retailer profiling" for Yaantra company.
- ❖ Project submitted on "Working Capital Management and Accounting Ratio Analyses" of 3 top Paint companies (Asian Paint, Berger Paint and Kansai Nerolac).
- ❖ Project submitted on "Launching of a new product Tea - Tablet"

- ❖ Certificate for ISR activities on behalf of Army Institute of Management, Kolkata.
- ❖ Certificate for attending industrial visit to “Tata Steel” in Jamshedpur.
- ❖ Participated in seminar of “Intellectual Property Rights (IPR)” conducted by MAKAUT.
- ❖ Participated in “Wordosia” event on behalf of AIMK conducted by Calcutta Business School.
- ❖ Won 1st Prize in inter college Quiz competition on behalf of AIMK.
- ❖ Won 1st, 2nd and 3rd Prizes in inter-college Quiz Competitions in different years during Graduation.
- ❖ Won 1st Prize in inter-college debate competition organized by WBUT during Graduation.
- ❖ Won 1st Prize in Hindi Essay competition organized by CBSE.

20th January'25, Kolkata

Sagorika Joardar