

Ravi Patel

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PROFILE

Ambitious and results-driven Business and Marketing student with a strong foundation in market research, business development, and strategic planning. Experienced in identifying growth opportunities, analysing market trends, and executing data-driven marketing strategies. Passionate about leveraging innovative approaches to enhance brand positioning and drive business expansion.

WORKING EXPERIENCE

ACME Holdings Pvt. Ltd. | Vadodara, India |

Pre-Internship

03/2022 – 06/2022

- Participated in various activities involved in prefabricated building structures.
- Engaged with various departments in client follow-ups and industry trend analysis.
- Gained hands-on experience in quality control and industrial process optimization.

EDUCATION

Technische Hochschule Würzburg-Schweinfurt (THWS) | Schweinfurt, Germany

Bachelor of Business and Engineering (Mechatronics, Marketing & Sales) |

2020 – present

- Specialized in marketing strategy, sales analytics, and business development
- Conducted market entry analysis and product development projects

ACADEMIC PROJECTS

PID Test & Engineering GmbH | Sand am Main |

Market Research Analyst

08/2024 – 02/2025

- Conducted **market research and competitive analysis** to develop a market entry strategy for the U.S. market.
- Utilized **research data findings, market trends and SWOT Analysis** to assess industry trends and feasibility.
- Provided **data-driven insights** that helped **Managing Director** make strategic expansion decisions.

Product Development

04/2024 – 07/2024

- Completed a Product Development on time, focusing from designing the device, concept to prototype, including CAD modeling in fusion 360 and documentations.
- Demonstrated the ability to apply theoretical knowledge from academic modules to practical problems, aligning with industry standards and showcasing analytical skills relevant to the field.

Logistics Optimization Workshop – Summer School | ALDI China

- Analysed **shipment delays and supply chain inefficiencies** in ALDI China's logistics operations.
- Collaborated with **International team** members to identify and propose optimization strategies.
- Applied **Power Bi, Lean Management and Process Mapping** to improve delivery times and increase supply chain efficiency.

SKILLS

- **Marketing & Business Development:** Market Research, Competitive Analysis, Brand Strategy, Sales Planning
- **Data & Analytics:** Power BI, SQL, Data Visualization, Market Trend Analysis
- **Project Management:** Agile Methodology, Strategic Planning, Stakeholder Engagement
- **Tools & Platforms:** MS Office, Canva, ProjectLibre, SAP S/4 Hana & Applus ERP