

ASHISH KUMAR

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Profile Summary

MBA with specializing in **Marketing** and **International business** from Army Institute of Management & Technology, Greater NOIDA, have experience in handling & meeting clients to develop business and have positive approach towards customer relationship management, have good interpersonal relationships skill, team player, ability to work under high pressure and to solve problems efficiently and achieve the goals.

Objective

To achieve excellence in business as dynamic professional offering solutions to business problems using the best of my ability with my analytical ability and analyzing quest.

Professional Qualification

- **MBA** from Army Institute of Management and Technology
- **BSc(C.sc)** from A.B college ,G.N.D.U ,Amritsar

Educational Qualification

- XIIth from KV No -4, Mamun Cantt
- Xth from KV No -4, Mamun Cantt

Trainings Undertaken:

Summer Internship (Post Graduation)

Name of Company: Bisleri international Pvt Ltd

Title of Report: To Study the brand awareness of bisleri product (Vedica spring water) amongst consumers in East Delhi & NOIDA region.

Findings :

- Some retailers have left selling the vedica because margin was not given as like other companies like qua, evian etc.
- Amongst all the products, overall sales of vedica 1ltr bottle are highest.
- Vedica products in capacity of 250ml and 500 ml are in more demand on special occasions like marriage, party and there is scarcity of supply of these products.
- Unable to deliver the stock on time (on a short notice).

Suggestions:

- Quality of packaging should be improved.
- More focus should be on distribution channel for on time delivery of products.

Projects Undertaken

Research project

Course: MBA(02nd Semester)

Topic: CSR Reporting on global fortune 500 companies.

Research Methodology: Descriptive research

Software used: SPSS

- **Management of Receivables-** A comparative study of Organized and Unorganized Retail sector
- Worked on establishing a SSI named **Indian Furniture House** under the major project of marketing during **2nd semester of MBA**

IT Skills :

- Developing tools known : Ms Office
- Databases known : SQL, My SQL, MS Access
- Operating System : Microsoft Windows XP, 2007.

Seminars/Conferences/Workshops attended

- Attended HR Summit at Manick Shaw Centre.

Co-Scholastic Activities

- Participated in various sports at school and college level
- Worked as organizer and supervising event.

Achievements:

- Gold medal in weight lifting at regional level
- Ncc "C" certificate with "B" grade.

Strengths/Skills:

- Social Adaptability
- Good communication skills
- Positive attitude

Personal Details:

Name : Ashish Kumar

Date of Birth : 22/ sept/ 1989

Father's Name : Mr. Nand kishore

Marital Status : Unmarried

Address : Hno 253 vpo mamun near govt high school, Distt- Pathankot.

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I hereby inform that all the particulars furnished above are true.

Place : Greater NOIDA

Ashish Kumar