

Ghanshyam Patel

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Date of Birth: 18th July, 1993



WORK EXPERIENCE

- **Flourish Pure foods Pvt. Ltd. , Surat, Gujarat**
✓ **Sales Executive – Institution Sales**

Feb'16 - Present

Key Responsibilities:

- Responsible for the identification of new opportunities and the initiation, development and deployment of new brands within/ outside existing families
- Identify process Improvement in Data Management and share the best practices among the team
- Maintain and document accurate information
- Timely and accurate delivery of regular business performance reports
- Develop basic management & consulting skills
- Sales Target Achievement.
- Daily, weekly, Monthly, Quarterly reports.
- Institution wise achievement.
- Finalizing beat plan.
- Customer's profiling.
- Create Availability to Institution.
- Maintaining customer data.
- Sending Activity report to NSM.
- Conversion and sales.
- Distributor appointment.
- Inventory management.
- Planning and monitoring of Team.

SUMMER INTERNSHIP

- **Hindustan Coca Cola Beverages Pvt. Ltd., Vadodara, Gujarat.** **April'15-June'15**
 - Responsible for installation of Splash Bar Machine.
 - Survey on market development opportunities for Coca Cola: A Case of splash bar machine.

ACADEMIC QUALIFICATIONS

- **PGDM, Marketing & IT + Operations**, Jaipuria Institute of Management, Jaipur, 2016, **7.39/10**
- **B.E.**, BVM Engineering College, Gujarat Technical University, V. V. Nagar, 2014, **7.11/10**
- **Higher Secondary Schooling**, S.S.G.V., Gujarat Board 2010, **73.00%**
- **Secondary Schooling**, S.S.G.V., Gujarat Board 2008, **81.54%**

ADDITIONAL PROJECT

- Selling **Profit Club Card in Big Bazaar** (Future Group) **Jan'15**
 - Understood the customer behavior regarding offers provided by Big Bazaar & marketing strategy of Big Bazaar.

ACHIEVEMENTS

- Chairperson of **Extra Curricular Committee**. **2015-16**
- Presented the paper titled “**Comparative Study on Brand Selection of Smart Phone in Youth through AHP: A Case of Rajasthan and Gujarat**” in UGC Sponsored National Conference on Emerging Trends & Challenges in Management held at Jai Narain Vyas University, Jodhpur. **Feb'15**
- Awarded with Certificate of Achievement in **Entrepreneurship week- India 2015** organized by National Entrepreneurship Network (NEN). **Jan'15**
- Awarded ‘**Best Coordinator**’ trophy for coordinating “**Abhyudaya-2014**”-3rd **National Annual Fest** organized by Jaipuria Institute of Management, Jaipur. **Nov'14**

CO-CURRICULAR ACTIVITIES

- Organized many events at the **Fourth National Sports Meet 2015** at Jaipuria Institute of Management, Jaipur. **Sep'15**
- Worked as a crew member in “**Oyster Model United Nations Conference 2014**” as a Hospitality Executive. **Oct'14**
- Coordinated the back office work in **National Sports Meet-2014** organized by Jaipuria Institute of Management, Jaipur **Aug'14**