

# SAYAN KUMAR KANJILAL

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## ACADEMIC QUALIFICATION

Year	Examination	Institute	Board/University	Percentage
2016	PGPBM+MBA	Bengal Institute of Business Studies	V.U	63%
2011	B.Com	P. N. Das Collage	W.B.S.U	39%
2008	XII	Anandamath Vidyapith	W.B.C.H.S.E	50%
2006	X	Anandamath Vidyapith	W.B.S.E	50%

## HOTEL DE SOVARANI

### SALES COORDINATOR

**August 2016 – April 2017**

- Assisting the Sales Team
- Cold Calling
- Managing all the sales related activity of the company
- Contacting potential customers to arrange appointments
- Maintain Sales Database
- Payment Follow-up
- Maintain sales records and prepare sales activity reports
- Provide input and ideas into marketing initiatives and assist in monitoring responses

## SUMMER INTERNSHIP

### PEPSI CO INDIA

**April 2015 – July 2015**

**Purpose:** To identify the problems in the distribution channel of PepsiCo beverages and identified scope for smoother performance of the channel during the peak season

#### Methodology:

- Visited the outlets and collected data from retailers
- Coordinated with the delivery agents about the delivery reports of goods in the respective outlets
- Collected delivery reports from distributors

#### Learning Outcome:

- Learnt about the distribution channel of soft drinks in the current market
- Understood the importance of relationship management in the FMCG sector
- Gained knowledge about the current market scenario of soft drinks in the North Kolkata market

## KEY PROJECTS

- **Dabur Live Project:** Study on the buying behavior of the customers during Big Day Sale 2015
- **Brand War:** Created the promotional strategy for a newly launched energy drink brand in the market by identifying the customer demand and developed the attributes of the brand to make it marketable

## ACHIEVEMENTS

- Secured 2<sup>nd</sup> runner up in cricket tournament in college (2012)
- Attained 1<sup>st</sup> runner up in the STOCKMIND game which is conducted by ICICI in the college (2014)

## OTHER INTERESTS

- Watching art films & Hollywood movies
- Playing cricket