



DIPANJAN GHOSH

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ACADEMIC QUALIFICATIONS

Year	Examination	Institute	Board/University	Percentage
2017	PGPBM + MBA	Bengal Institute of Business Studies	V.U.	53%
2015	B.A (Hons)	Anandam Vidyapeet	V.M.U.	64.6%
2006	XII	Bolpur High School	W.B.C.H.S.E	44.3%
2004	X	Bolpur High School	W.B.B.S.E	59.1%

OTHER QUALIFICATIONS

Year	Examination	Institute	Board/University	Percentage
2010	Grad Dip in Computer Software Application	City Center Institute of Computer Education	DOEACC Society	60%

WORK EXPERIENCE

Harbal Care India

December'16 - Present

Designation: Area Sales Manager

Maintaining and increasing sales of company's products

Reaching the targets and goals set for my area

Appoint new distributor also maintain relationship with existing distributors and retailers.

Developing sales strategies and setting targets

Monitoring my team's performance and motivating them to reach targets

Increasing business opportunities through various routes to market

Sathi International Private Limited

November'12 – December'13

Designation: Team Leader cum Business Development Executive

Job Description: Communicate deadlines and develop a strategy the team will use to reach its goals and answers team member's queries and Manage the flow of day-to-day operations oversees team work for quality and guideline compliance and also provide any training that team members need.

Also developing a growth strategy focused both on financial gain and customer satisfaction.

Conducting research to identify new markets and customer needs.

Arranging business meetings with prospective clients.

Coca Cola

November'08 – June'09

Designation: Distributor Salesman

Job Description: Focus on increasing the sales and supervise the sales process by follow up on orders,

Deliveries and Collections of Distributor at all retailers.

DTDC Courier

May'08 – October'08

Designation: Delivery Executive

Job Description: Deliver the consignment to customer location, Collect the consignments from DTDC office, Book the consignments.

SUMMER INTERNSHIP PROGRAMME

Coal India Limited, Kolkata

April 2016 – July 2016

Purpose: To determine and identify the future demand of coal and its usage through SPSS and also to perform an overall analysis on all fronts, to come up with an outcome regarding the life of coal in India, and how long will it be till its usage comes to an end in the Product Life Cycle

Methodology:

- Conducted a customer survey via questionnaire to know their opinion about the usage of coal and its timeline.
- Compared the different renewable sources of energy to coal Applied Statistical Package for Social Science (SPSS) tool to reduce the number of components and identify those significant elements which are necessary to be looked into to determine the stage of coal in PLC

Learning Outcome:

- Gathered knowledge about the coal industry, coal mines and consumers
- Observed how the Marketing Department function
- Learned the SPSS tool to further correlate the elements and performed a factor analysis, so as to compare the correct elements and come to the outcome

Parle Products Pvt. Ltd, Kolkata

July 2016 – Aug 2016

Purpose: To analyze the competitors of Parle brand, route mapping and institutions mapping

Methodology:

- Conducted a survey via questionnaire to identify problems of retailers and wholesalers about Parle
- Do market research with the salesman and learnt about the supply
- Conducted a customer survey to identify the preference of buying of Parle products and other companies product

Learning Outcome:

- Gathered knowledge about the Parle Products, Distribution Channel and consumer's preferences
- Learnt to deal with customer queries and provide probable solutions
- To understand the relationship between retailers and Parle Products Pvt. Ltd.

KEY PROJECTS

- **Market Analysis:** Comprehensive study of Coal industry
- **Ultimate Start up plan (USP):** A team competition to present an innovative business plan
- **Passport:** An intra-college group discussion competition
- **Aspire 2 Achieve:** Participated in an event till level 2 to showcase presentation and communication skills
- **Brand War:** A project on launching a virtual product along with its marketing strategy
- **Theme Day:** A research project about the leading Indian and global brands of toothpaste and to study their market share and the volume of sales in different segments
- **1000 Rupees Challenge:** Generated profit by investing as a team to launch a 2-day startup to sell mehendi services and coffee mugs for generating profit
- **City Scan Project:** A Research Project on Kidderpore Fancy Market to understand its origin, imports and exports, the strategies and future planning of shop owners, how they manage their customers, and their business timings
- **Library Management Project:** A Research Project on Library Management through 'C' language during my Computer Course

ACHIEVEMENTS

- Member of the champion team in the Outbound Learning Expedition at BIBS (2015)
- Runners-up in Quiz Competition at a College Event in Group Activity during graduation
- Won second Prize in Drawing Competition in School
- Won second prize on 26th January in parade competition at school

EXTRA CURRICULAR ACTIVITIES

- Organized several blood donation camps during my tenure of membership in a club
- Organized several stores in Pous Mela, Santiniketan
- Active member of our club Durga Puja committee for 3 years in Bolpur
- Awarded NCC “A” Certificate

LANGUAGE KNOWN

- English
- Hindi
- Bengali

HOBBIES

- Listening to music
- Travelling
- Cooking
- Playing computer games
- Watching movies
- Searching on internet etc.