**PRACHI SABHARWAL**

**Mobile : +91 - 9873644553/9711419656**

**E-mail:** [**2k13b11@asaipacific.edu**](mailto:2k13b11@asaipacific.edu)**/prachisab@gmail.com**

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| **CAREER OBJECTIVE** |

To work efficiently, effectively and responsibly towards achieving targets set by the organization using my communication and leadership skills and also to increase sales and customer base to achieve company’s sales and other objectives.

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| **ACADEMIC BACKGROUND** |

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| **Year(s)** | **Qualification -Degree / Diploma / Certificate** | **Board/University** | **College/ Institute/ University** | **Percentage / CGPA** |
| 2013-2015 | PGDM(Marketing & HR) | AICTE | Asia Pacific Institute of Management | 7.29 |
| 2010-2013 | B.A. E English(Honors) | Delhi University | Kalindi College | 47.36 |
| 2009 | 12th | CBSE | Bal Bharati Public School | 72.8 |
| 2007 | 10th | CBSE | Bal Bharati Public School | 76.82 |

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| **WORK EXPERIENCE** |

Worked in Orient Craft, Gurgaon as Assistant Merchant from 12.02.2015 to 18.02.2016.

**Contributions at Orient Craft :-**

* Working for customers like Marks and Spencer, Macy’s
* Looking after costing and providing the buyer with various costing options
* Preparing the TNA
* Negotiating with suppliers for Fabric and Trims
* Sampling of new developed products
* Taking daily follow ups
* Daily analysis of production issues
* Consolidating buyers requirement for different products

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| **TRAINING AND PROJECTS UNDERTAKEN AT PGDM** |

**Project Type:** Summer Internship

**Company Name:** Rasna Beverages Pvt. Ltd.

**Project Title:** Marketing Strategies and Distribution Channel of Rasna Beverages

**Duration :** Two Months(1st April - 29th May 2014)

**Contribution during Summer Internship:**

* Sampling of Rasna ju-c in Delhi & NCR along with successful sale of the product
* Market research for the product
* Conducted events at various schools for sampling and awareness of the product
* Coordinated at event organized by Rasna at “kracker jack festival”, Gurgaon

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| **ACADEMIC ACHIEVMENTS** |

* Project on integrated marketing communication used by Revlon, United Airlines
* Business plan of Touch Electric Switches
* Comparative analysis of marketing communication used by Pepsi and Coca Cola, MC Donald’s and KFC
* Project on product line and product mix of Paras milk
* Video project on consumer’s behaviour towards cafe coffee day

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| **CO-CURRICULAR ACTIVITIES** |

* Participated in Basket Ball competition and stood runner up
* Volunteered in various events at College level
* Class representative in PGDM – First year
* Active member of Blood donation camp
* Organized event for handicapped association

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| **PERSONAL QUALITIES** |

* Strong communication skill
* Self- motivated
* Achieving targets under work pressure
* Effective presentation of complex issues
* Trust building and team work

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| **HOBBIES** |

* Reading
* Travelling
* Cooking

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| **COMPUTER SKILLS** |

Microsoft Office

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| **PERSONAL DETAILS** |

Date of Birth: 03.11.1991

Father’s Name: Shri Sunil Sabharwal

Mother’s Name: Mrs. Poonam Sabharwal

Category: General

Gender: Female

Nationality: Indian

Home Town: Delhi

Permanent Address: 70, Vigyan Vihar, Delhi – 110092

**Languages known** :

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| **Languages Known** | **Read**  **(Beginner/Proficient/ Expert)** | **Write (Beginner/Proficient/ Expert)** | **Speak (Beginner/Proficient/ Expert)** |
| English | Highly Proficient | Highly Proficient | Highly Proficient |
| Hindi | Proficient | Proficient | Highly Proficient |
| Punjabi | - | - | Comprehend |

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| **REFERENCES** |

Mr. Anil Goswami, Senior Merchandiser at Orient Craft pvt. Ltd.

Contact no. :- 9650895233.

Ms Snigdha gunjan, Assistant Merchant at Orient Craft Pvt. Ltd.

Contact no. :- 9871848031.

I declare that the details above are correct and true to the best of my knowledge.

**Prachi sabharwal**