

JOB DESCRIPTION

Position (Job Title) : Market Research Executive (No. of positions – 2)	Reporting To : Assistant Business Development Manager
Department : Sales andMarketing	Experience in Years: 0 to 1 yr.
Location : Pune	Qualification: MBA fresher with Technical graduation

<p>Core Responsibilities: Functional</p>	<ul style="list-style-type: none"> ➤ Identifying of upcoming projects for organization, Market Analysis & Survey. ➤ Provides analytic marketing research support to groups in marketing and business planning. Accesses, verifies, and organizes market trend, competitive intelligence, and sales data. ➤ Provide market intelligence on customers, peers, and market activity sales and marketing teams to act on specific opportunities to impact growth. ➤ Act as an individual contributor and ensure that the quality of the output is at the highest level. Prepare compelling and comprehensive presentations. ➤ Analyze markets, customers and competitors to recognize opportunities, potential risks, market segmentation, product positioning and areas requiring improvement. Lead studies to determine trends, market share, and operating profit with the intention to identify opportunities to grow sales, strengthen market share, and increase profitability. ➤ Understand the global picture, market and economic situation. Understand and support the key directions and strategy of the organization. Deliver accurate market studies on where to play and how to win in specific geographies. ➤ Develop expertise in the target business/segments/geographies in products and solutions offering Identifying Channels to promote and sell the product Prototyping the product through selective channels and identifying channels based on ROI ➤ Plan, Organize & Conduct Channel partners meet.
<p>Competencies Required (Behavioural attributes expected)</p>	<ul style="list-style-type: none"> ➤ Assertive ➤ Stability ➤ Goal oriented ➤ Team player ➤ Strong communication ➤ Self disciplined
<p>Additional Information: <i>(Please mention information such as required Working in Shifts, Gender, Ready to travel etc.)</i></p>	

