**PRASAD SURESH GUJARATHI**

**Contact:** +91-8975784440 **❧ E-mail:** [gujarathips@yahoo.co.in](mailto:gujarathips@yahoo.co.in)



*Offering* ***16 years*** *of prolific experience in national & international environment*



**PROFILE**

* Qualified Engineer with **B.E. (Mechanical) &** **M.B.A. marketing London** from **University of Sunderland United Kingdom., backed by 16 years’ experience.**
* **A dynamic and detail-oriented Market/ Business Analyst,** with strong educational background and strong record of delivering top performance, with proven expertise in understanding the Business and Technologies of the company.
* Competent and diligent professional with capability to handle a wide range of assignments ranging from **Business Analysis, Project Feasibility Analysis, Market Research and Analysis.**
* **Enriched with the latest trends & techniques in the domain of Marketing, Branding, Relationship Management and Corporate Communication** with wide range of skill in Project Management, Quality Initiatives,
* Technolog,Troubleshooting, Problem Analysis and Resolution.

**Key Competencies:**

Sales & Marketing Research / Analysis **❧** Strategy & Business Development **❧** New Market Development **❧**  International Business Environment **❧** Team Management **❧** Training / Development **❧** Client Relationship Management **❧** Negotiations



**EMPLOYMENT CHRONICLE**

***TECHNO COMMERCIAL SALES***

***& MARKETING EXPERIENCE***

**Presently working with METALS UNITED ALLOYS AND FUSION PRODUCTS LTD NASHIK 20 July 2018 TO PRESENT,**

**EDM brass wire, Non ferrous industry**

**ASSISTANT EXPORT MANAGER**

* **Assisting to V. P.**
* **Discussing with foreign customers,and preparing techno commercial offer based on customer specification .**
* **Determining most technically appropriate and cost effective solution in the preparation of demanding offer.**
* **Analyzing customer needs and competitors offer through general market information.**
* **Providing information to the risk review process in accordance with company policy and participates in the risk review.**
* **Completing all document and submiting to bank.**
* **Participated in India’s first vurtual exhibition EEPC which held between 27oct to 30oct 2020.**
* **Handling domestic customers from M. P. and Gujarat region.**
* **Supporting all sales representative across India.**

**Birla precision LTD NASIK 12September 2016 TO 15 July 2018**

**SENEOR SALES, MARKETING AND APPLICATION ENGINEER, (B2B) CUTTING TOOLS**

* Providing total application support to the customers and assist them in selection of products
* Conducting and monitoring trials in the shop floors, demonstrating the products
* Looking for new applications and new end users and taking all efforts to make them our customer
* Business development, increasing market reach and brand visibility, strengthen the relationship with existing customers and develop new customers, participating exhibitions,
* Identify and target market, developing strategies to communicate with them and try to maximize business opportunities, dealer network ,Customer complaint, suggesting right tool to the customer and application
* Preliminary survey /enquiry generation/quotation/sales follow-up/negotiation/order collection and execution/co-ordination with backup team and product delivery to the customer, price negotiation
* understand the customer engineering drawing , technical terms and provide best solution to them

**CHETNA ENGINEERING COMPANY Nasik 19TH AUG 2012 – 8th September 2016**

**DEPARTMENTAL HEAD (B2B), COPPER LUG, GLANDS, COPPER BRAIDE, and WIRE manufacturing industry**

* Tender submission BHEL, MSRTC, NLC, NPCIL,RCF,NTPC, UEL, SAIL and all other GOVT TENDERS
* Team handling, training, direction and motivation to the team members, Participating in trade show, exhibition, conference, handling existing and new customer
* Customer visits making presentations, getting registration and approval from various agencies as required.
* Measuring success by collecting and analyzing data on success, this can be consider through sales figure , customer satisfaction or many other metric and it’s important to record and track these as core part of the marketing process. Communicating with the customer thought the various stages of purchase
* Vendor registration/renovation, cope with quality and production team for new product development
* Look after in absences of G.M. responsibility, dealers, and corporate sales
* Exploring way to improving existing products and service and increasing profitability, developing sales material such as sell sheets, catalog, brochures etc.
* Attending customer complaint and analysing with QA and production Department

**Tesco Extra Lakeside London 4th Dec. 2008 – 8thjune 2012**

**Sales Executive**

* Ensure smooth operations and involved in research operations, client servicing etc. reviewed websites newswires and other sources to indentify new sales opportunity. Imparted training and supervised the work of new and less experienced employees as and when required
* Handle the responsibility of delivering first class customer service and dealt with customer complaints returns and enquires at the customer service desk. Analyzed business needs , identify business problems and opportunities ad recommended solutions to enable consistent goal achievement while coordinated various special events
* Provided guidance to consumers o technical aspects such as installation, product operation repairs 7 maintained etc , maximized the sales by ensuring availability of product at all times
* Ensured that all the space in store was effectively utilized by organizing a fast turnaround merchandising concept and implementing weekly changes I the store. Successfully implemented the skills including shop floor activities , FMC, DOT.COM, stock control until completion of my training

**TRINITY ENGINEERING PVT. LTD., Pune (M.S.), India 1st Aug. 2006 – 31thJul 2008**

**Quality Assurance / Control Engineer**

**PRODUCT: - AUTO COMPONENTS**

* Provided assistance / guidance to customers/vendors/supplier and achieved the desired quality.
* Identified necessary procedure to follow for measuring instruments & gauges for people usage; exposure to ISO techniques, V6 and 5S Systems.
* Handled preparation of various procedure & work instructions and handled the inspection of incoming material.
* Maintained all quality records, checked for first piece inspection & approved with necessary records.
* Attended shop floor quality issues & indicated actions on non-conformities; ability to interpret engineering drawings. Handled Rejection & Reworks analysis & disposal with necessary approvals.
* Ensured proper usage of measuring instrument & methods; extended support in customer care activities by using problem-solving techniques. Conducted Product audit, document audit and internal quality audit; handled customer complaint & warranty issues.
* Carried out TQM Activities such as POKAYOKA, KAIZEN Ishikawa, Cause and effect diagrams; Hands-on-experience in Machine shop, Problem solving & preparation of Fish bone diagram and SPM.
* Knowledge of fabrication system, Exhaust system, fuel tank, silencer, radiator etc.; aware of FMEA, PPAP, SPC & 8D, Making CAPA

**Engineering Project Handled:**

* Managed project on “Design and manufacturing of milling fixture”
* **Industrial training with SUPREME INDUSTRIES LTD. (PLASTIC )**



**EDUCATIONAL & PROFESSIONAL CREDENTIALS**

**Master in Business Administration (MBA), 2010**

University of Sunderland, **United Kingdom**

**Post Graduate Diploma in Management Study (PGDMS)** – **EDEXCEL, 2009**

St. Patricks College London, **United Kingdom**

**Bachelor of** **Engineering – Mechanical, 2005**

S.S.B.T. C.O.E.T. Jalgaon, North Maharashtra University, **India**

**Computer Proficiency:**

Microsoft Office, AutoCAD 14, CATIA V5R14 & Internet Applications

**M.B.A. Dissertation / Project:**

* “Impact of Total Quality Management (TQM)” in Manufacturing Industry (NSK technology Ltd., UK)

**Major Subject of Studied during MBA:**

Applied Research Method (ARM) ● Strategic Marketing Management (SMM) ● Human Resource Planning and Development (HRPD) ● International Business Environment (IBE) ● Global Corporate Strategy (GCS) ● Strategic Planning and Implementation (SPI) ● Supply Change Management (SCM) ● Business analysis



**Date of Birth:** 08/08/1981

**Sports:** Playing Basket Ball and Cricket

**Languages known:** English, Hindi, Marathi & Gujarati