

JAYANT SINGH SENGAR

EX-BATA INDIA LTD

PGDM Marketing, Lal Bahadur Shastri Institute of Management (LBSIM), New Delhi

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ACADEMIC PROFILE				
Qualification	Institute	Board/University	Year	%
PGDM (MBA)	Lal Bahadur Shastri Institute of Management, New Delhi Marketing and Operations	LBSIM, Delhi	2017-19	74.2 %
B.Tech (Hons)	Lakshmi Narain College of Technology(L.N.C.T.), Bhopal Electronics and Communication Engineering	R.G.P.V. (M.P.)	2012-16	82.8 %
Class XII	St. Montfort Senior Secondary School, Bhopal	C.B.S.E.	2012	84 %
Class X	St. Montfort Senior Secondary School, Bhopal	C.B.S.E.	2010	93.1%

SKILLS And CERTIFICATIONS	<ul style="list-style-type: none"> ▪ Marketing Research , Primary Research , Secondary Research, Marketing Strategy, Business Analysis ▪ Advanced Microsoft Excel, Powerpoint, MS Office ▪ Team Management, Leadership, Training ▪ Excellent Communication skills , Operational excellence ▪ International Business Import Export Certification (FEB 2021) ▪ C/C++ languages ▪ TABLEAU ▪ SQL
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WORK EXPERIENCE	
MAY 19 – JAN 21 (1.8 Years)	MANAGER, OPERATIONS , BATA INDIA LTD, UP EMERGING MARKET
WORK PROFILE	<ul style="list-style-type: none"> ▪ Strategic analysis of large set of data and interpreting insights. Prepared product information reports from Tableau and present in weekly and monthly business review presentations. ▪ Successful implementation of operating procedures according to policy and standards within deadlines. ▪ Professional approach to problem solving and resolving issues of retail operations. ▪ Cross functional coordination to achieve operational excellence and program objectives. ▪ Responsible for planning for Stock Cover, preparing Inventory regrouping advice on excel. ▪ Marketing Research for new store opening in Ayodhya city. ▪ Merchandise Requirement Planning for stores according to market analysis. ▪ Introduced Omni Channel ordering in Emerging ▪ Coordinated with store teams on the field to implement Visual Merchandising according to the specific Marketing Plan decided for the stores. ▪ Persuaded landlords and achieved rent waivers in lockdown and further reduction in rentals by 30% considering low business post lockdown. ▪ Reduced store expenses to 46% against LY to improve profitability. ▪ Did field visits and full audits at BATA stores to drive operational efficiencies.
APR-MAY 2018 (INTERNSHIP)	Marketing Intern, OUTLOOK MAGAZINES
Summer Research Project	Topic : “How Should Outlook Magazines Innovate to Reach Young Adults”

FINAL RESEARCH PROJECT – DURING PGDM	
RESEARCH TOPIC	“STRATEGIC ANALYSIS : INDIAN AUTOMOBILE INDUSTRY”
CONTENTS	<ul style="list-style-type: none"> ▪ Overview and current scenario of the Indian Automobile Industry <ul style="list-style-type: none"> • Market Leaders, Government policies, Fuel Price Sensitivity, Market share and Comparison of big players. ▪ Five Forces Analysis ▪ Passenger Vehicle Segments ▪ Strategic Analysis of Segments and Product Portfolio of Market Leaders ▪ Determine Positioning Using Attribute Based Perceptual Mapping ▪ Future of Indian Automobile Industry

POSITIONS OF RESPONSIBILITY DURING STUDY	
Joint Coordinator, Presentations Club, LBSIM	<ul style="list-style-type: none"> ▪ Hosted the National HR Conference at LBSIM (2017) ▪ Hosted the 2 day National Finance Conference at LBSIM (2018) ▪ Hosted the Inaugural Ceremony of LBSIM’s Annual Fest ‘TATVA’ (2018)
Member, Placement Cell	<ul style="list-style-type: none"> ▪ Participated in LBSIM Annual Outreach Programme, Gurgaon (2017 and 2018)