
Hariharan V G

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SUMMARY

A PGDM graduate working as an Executive – Business Development, who believes that there is a solution to every problem. I am a dynamic responsibility person in Business development, Marketing, Operations and sales with good knowledge of process optimization, inventory control, new products, new markets, channel handling and management.

EDUCATIONAL QUALIFICATIONS

PGDM(Marketing& HR)	Thiagarajar School of Management, Madurai	5.02/10	2017
B.E (E&I)	Jeppiaar Engineering College, Chennai	5.98/10	2014
Class XII (State Board)	E R Higher Sec. School, Trichy	67%	2010
Class X (State Board)	E R Higher Sec. School, Trichy	85%	2008

WORK EXPERIENCE

Executive – Business Development

May'17 - Present (24 months)

Pon Pure Chemicals Pvt. Ltd.

Pure Chemicals Co. is a leading chemical manufacturer, distributor and supplier with 38 years of experience. Headquartered in Chennai. Pure Chemicals Co. was started in 1981 and has now grown with 28 branch offices in India. Pon Pure Chemical India Private Limited, Caters to different verticals like Basic Chemicals, Lab Chemicals and Performance Chemicals.

Business Development:

- Business development in Press Room Chemicals Division & Printing Inks
- Cutting Oil Packages & RPO Packages development work, such as sample evaluation, competitor's sample collection, market data gathering
- Developed the product by identifying competitor's sales pattern, pricing, sku, packaging, credit limit, schemes in the market.
- Registered the brand name as PURO and it had its venture to the market from the month of June - 2017
- Appointed 4 dealers in Tamil Nadu
- Obtained trial appointment for new products
- Responsible for packaging and designing of the product.

Marketing:

- Product manager for Printing INKS division, Sakata INX, Liquid/Solvent Based Inks authorized dealer
- Trained and handled 10 executives in marketing aspect, product knowledge
- Applied market strategy for launching the product in the market.
- Applied Penetration pricing strategy for our product to get attention in the market PRC.
- Designed the products with attractive labels.
- Responsible for New Product Launch like Positioning, pitching to customers, price, FAB of the products
- Designed stall for Print Expo 2019, Sivakasi in which major players in the industry participated

Operations:

- Responsible for maintaining stock inward, stock outward, minimum stock maintenance and stock reduction
- Responsible for dealers order placement to the company, tracking & maintaining inventory level at dealer point(PRC)
- Responsible for placing order to our principles(Sakata) and tracking
- Handling Industry channel like supplying large SKU to the large manufacturing units like Gravure, CI flexo & Flexo Units

- Handling Dealers channel like supplying small SKU to the dealers

Sales:

- Responsible for primary sales in Tamil Nadu & Pondichery
- Increased Sales and profitability of both the divisions
- Responsible for sales activities and technical issues in Tamil Nadu & Pondichery
- Handled a Team of 10 sales executive regarding sales, collection, stock clearance etc.,.

Summer Internship Program:

Taylor Rubber Pvt. Ltd

B2B Marketing

April'17 – May'15(2 months)

- Visited all three plants of the company, to observe the operations and to gain product knowledge.
- Created leads for the company in the domestic market, by visiting various industries in industrial zones
- Visited all the 15 existing customers of the company, for the purpose of relationship management and analyzing their preference, through questionnaire.
- Build a marketing strategy by analyzing the key factors influencing customers buying behaviour and Suggested strategies to develop their business

Paper & Projects:

- OB project on, analyzed psychological needs, interpersonal needs & motivational needs among people working in hospitals
- Studied the Sales and Distribution Channels of Sakthi & Aachi Masala and
- Prepared an ERP for our college café
- Designed a service marketing blue print for a restaurant

Extra-Curricular:

- Active member in marketing club, sports club& movie club
- Served as Class Representative of my class in 1st trim at TSM and in my school days
- Spokesperson, member in organizing committee and player of TSM cricket team
- Core committee member of Sangamam'16(fresher's party)
- I have been a part of Yukti'16 hospitality team-a biggest B-school fest in South India
- Event organizer of IPL AUCTION in YUKTI 2017
- Coordinator of Schatysuche-treasure hunt 2016