

Notice for Placement

Job opportunity for Marketing Management

Company Name:- **Kesari Tours Pvt. Ltd. & Sukhothai SPA**

Position:- **Marketing Executive**

Company Website:- www.kesari.in, www.sukhothai.in

Work Location:- **Mahim West**

Company Background / About Company:

Kesari Tours Pvt. Ltd. Is a reputed company in travel industry. It is 30 year old company into group tours, customise packages & corporate travel with staff strenght of 650+ employees including the best tour leaders & guides. It is spread wide across India including branches, franchises, PSA's.

Sukhothai SPA is a well known company in spa industry using very unique standards & techniques of services. It located in premium areas having celebratites & high class people. It is in Mumbai, Goa, Thailand, bangkok, etc.

Job Profile / Responsibilities:

We are looking to 10 to 12 students from Marketing stream as we are hiring freshers for Sukhothai Spa. For further company details can log into www.sukhothai.in .

Designation - Marketing Executive/ Senior Executive

Qualification – Graduate with Diploma in Marketing Management

Location - Mahim

Experience - Fresher

Job Description :

- 1) Identifies business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options.
- 2) Sells products by establishing contact and developing relationships with prospects; recommending solutions.
- 3) Maintains relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements.
- 4) Identifies product improvements or new products by remaining current on industry trends, market activities, and competitors.
- 5) Prepares reports by collecting, analyzing, and summarizing information.
- 6) Maintains quality service by establishing and enforcing organization standards.
- 7) Build brand loyalty. Take initiatives for the same.
- 8) Creating events to enhance branding opportunity.
- 9) Increase the number of customers in loyalty programmes.

- 10) Conduct business analysis, SWOT analysis, profitability of marketing campaigns, competitor analysis, etc.
- 11) Report on market & competitor's information monthly/ bimonthly.
- 12) Brain storm innovative ideas for ads, campaigns, promotional activities, events, public relationship, etc.
- 13) Brand Development, brand management, brand awareness campaigns, generate healthy brand equity, product management.
- 14) ATL / BTL campaigns & strategy.

Key Skills: Good in communication

Remuneration: As per industry standards

Interested Candidates can send their resume on below mention email id at the earliest:-

Contact Person: - **Purvi** Email id: - purviv@kesari.in Contact no: - 61744496