**K Ayyapparaja**

**Reg. No: 19MBA0037**



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| **Statement of Purpose / Career Objective** |
| “To be a successful and well skilled person in marketing and operational field and also want to apply my knowledge for the growth of my future company.” |
| **Academic Qualification** |
| **Qualification** | **Institute Name** | **Year of Passing** | **Percentage** |
| MBA (Marketing and operation management) | VIT University | 2021 | 8.2 |
| UG | National Engineering College | 2018 | 6.7 |
| HSC  | Vidhya Vikas Boys higher secondary school | 2014 | 76% |
| Class X | MCNUPDA Higher secondary school | 2012 | 84.8% |
| **Additional Academic Qualification - Professional certification** |
| Course Name  | Certified by | Duration From-to | Outcome |
| Project Management | IPMA- International project Management Association | 2019 – 2020 |  |
| Digital Marketing | Udemy | 2019 – 2020 | Tactics to target customer through online.  |
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| **Internship Project** | **2 Months** |
| **Research Paper:** A study to find marketing and sales strategy of FMCG small medium enterprises in Indian scenario |
| * To find the preference of the customer towards the purchase of the peanut chikki.
 |
| * To find the preference of the sales of the small medium enterprises in south region.
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| **Work Experience** |
| Company Name | Work Portfolio | From - to |
|  | Nil |  |
| **Live - Projects Pursued / Consultancy** |
| Project title | Course | Duration |
| A study of sales executive towards FMCG and health care | Advance selling andNegotiation skill  | 2019- 2020 |
| A study of procurement management facing issue in logistics Reducing the heat using geothermal polymer in vehicles | Project Management Entrepreneurship | 2019 – 20202019 – 2020 |
| **Projects Pursued (J-Comp)** |
| Project title | Course | **Duration** |
| Strategic analysis of Goldman SachsResearch Paper on traditional shopping vs online shopping | Strategic Management Business Research Method  | Oct 19 – Dec 19Oct19 -Dec19  |
| **Capstone Project** | **Duration** |
| Title & Company | From - to |
| Nil |
|  |
| **Positions of Responsibility** | **Duration** |
| Position | Role |  | From - to |
| Business Quiz | Organizer |  | Jan 20 – Feb20 |
| **Skills** |  |  |  |
| Technical | Proof of work | Managerial | Proof of Work |
| MsExcel | Certificate issued by Udemy |  |  |
| Academic Achievements |
|  |
| * Won first prize in Ideathon competition conducted by Bulls & Bears club and VIT Business school.
* Participated in start-up week event conducted by VIT business school.
* Participated in marketing event conducted by IBA institute in Bangalore.
* Attended national workshop on research in composite materials and welding technology at Sri Krishna College of Engineering and Technology, Coimbatore.
* Participated in business plan conducted by SAEINDIA student convention 2015 college level.
* Attended 3 days entrepreneurship awareness camp sponsored by national science and technology entrepreneur ship development board and department of science and technology new Delhi during 12-14 July 2017.
* Completed 1-week internship training at royal Enfield – manufacturing departments, Thiruvottiyur.
* Completed 2 week In plant training at Sri Ganesh Engineering, Coimbatore.
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| Other Achievements |
| * Participated in karate competition in zonal level.
* Participated in hockey match in zonal level.
* Won 1st prize in hockey match in NEC kovilpatti.
* Won 1st prize in handball in NEC kovilpatti.
* Completed the diploma course in yoga for youth empowerment during the period June2016-april2017
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| **Language Proficiency** |
|  | Read | Write | Speak |
| English | Yes | Yes | yes |
| Tamil | Yes | Yes | Yes |
| Telugu | No | No | Yes |
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