

PDP:MKT: 3414

13.09.2019

Short tender notice for Marketing Consultancy

We are interested to hire Marketing Consultant to increase marketing of our 'Sudha' brand milk and milk products at Patna and its adjoining areas.

Initially contract will be for three months which may be extended on mutual consent.

Detail scope of work is as mentioned below

Scope of work :

1. Mentoring and supporting the market personnel's engaged in the business of milk and milk products.
2. Designing and planning of strategy for augmenting the sales turnover of milk, milk products and ice cream.
3. Designing and planning of strategy for augmenting the sales turnover of distributors, retailers and whole day milk booths.
4. Designing and implementation of customer satisfaction survey for Sudha pouch milk, milk products and ice cream.
5. Designing organizational business plan for short term and medium term keeping in view of the current and projected market conditions.
6. Review activity status on all the planned activities on a monthly basis and corrective action for objective achievement.
7. Capacity building of employees of VPMU for milk, milk products and ice cream marketing.
8. Assistance in preparing of training modules for target oriented training and carrying out sales marketing training.

Interested party may submit the offer latest by 21.09.2019.


Manager (MM)