

ABHISHEK SAIKIA

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**EDUCATION QUALIFICATION:**

<u>Name of Exam</u>	<u>Year of Passing</u>	<u>Board/ University</u>	<u>Results</u>
H.S.L.C	2001	S.E.B.A	1 st Div. (71.66%)
H.S	2003	A.H.S.E.C.	1 st Div. (63.4%)
B.Com (Accounts)	2006	Gauhati University	1 st Div. (61.21%)
M.B.A	2007-2009 (Persuing)	Gauhati University	64% (Till date)

ADDITIONAL QUALIFICATION:

Completed a certificate program titled SWIFT INDIA 2000, which consisted of BASIC HARDWARE, MS- WORD, MS-EXCEL and MS-POWERPOINT (MS-OFFICE), C++, and TALLY. Also completed a basic computing course from NIIT, in duration of 3 months.

ADDITIONAL INFORMATION:

- Have represented School and College in Number of Quiz competitions and Debates.
- Have successfully completed a Physical Delivery project of Amul.
- Undertook a project at Numuligarh refinery, Supreme Furniture, Nezone Tubes, Reliance Petroleum, DS Group, Coke, Dyna Roofing.
- Undertook a marketing survey at I.C.I.C.I (prudential).
- Conducted an Event at Futuri (near Mirza) on the role of SHG's And REDP on Rural Development, in Association with NABARD.

SUBJECT OF SPECIALIZATION/ INTEREST :

Marketing and Finance.

SUMMER TRAINING ORGANIZATION:

Reckitt Benckiser India Ltd, Guwahati.

SYNOPSIS/TITLE:

“Benchmarking the Marketing Activities of Reckitt Benckiser India Ltd. with other FMCG Companies operating in Guwahati Market”--- With reference to Distribution Network and Physical delivery system, Gap Analysis, Competition Mapping and Consumer Switching Behaviour.

OBJECTIVES:

1. To benchmark the distribution network and physical delivery system of Reckitt Benckiser with other FMCG companies operating in Guwahati market.
2. To Study and analyze the Infrastructural Gap.
3. To map the competitors of Veet hair removing cream & Dettol liquid handwash.
4. To study the consumer switching behavior in Lavatory cleaner Segment.

PERSONAL DETAILS :

Date of birth: 23-10-1985.
Nationality: Indian.
Marital Status: Single.
Hobbies: Aquaria, Cricket, music, computer games.
Language proficiency: English, Hindi, Bengali, Assamese.