

UMESCHANDRA COLLEGE

(Accredited by the NAAC B Level)

MAIN CAMPUS
13, Surya Sen Street,
Kolkata-700 012
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EXTENDED CAMPUS
FC-129, Sector-III, Salt Lake
Kolkata-700 106
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Ref. No. 235/SS-SM/2023-2024

Date : 13/12/2024

NOTICE

The passed out students of our college are hereby notified that an internship cum training programme will be conducted by Banyee Group. Interested candidates are advised to read the following details and apply within tomorrow (14/02/2024).

ABOUT THE COMPANY

Founded in 1965, Baynee Industries commenced operations with a solitary machine crafting shackle pins for a truck manufacturer in Eastern India. Presently, we stand as a prominent entity in the automotive sector, extending our presence across India and Bangladesh. At Baynee, our guiding principle is "Quality and Reliability, our Partners in Growth."

JOB DESCRIPTION-

We're looking for a skilled Market Analyst to join our Automotive Industry team. In this position, you'll play a crucial role in examining market trends through field visits and spotting potential growth prospects. Collaborating with cross-functional teams, you'll delve into customer behaviour, the competitive landscape, and industry dynamics. Your insights will directly shape our marketing and sales strategies. The ideal candidate brings a solid background in automotive industry-focused market research and data analysis, demonstrating meticulous attention to detail, robust analytical skills, and the ability to convey intricate information to stakeholders. This is a thrilling chance for a motivated individual to have a significant impact on our business success in a dynamic market.

DURATION- Minimum 2 months - Maximum 6 months (As per college/institute policy)

RESPONSIBILITIES

- Conduct research to spot current and emerging trends in the automotive industry.
- Analyze sales, market share, and customer preferences for growth recommendations.
- Develop and manage forecasting models for strategic decision-making.
- Collaborate internally for market segmentation and customer profile strategies.
- Create regular reports and presentations to share insights with key stakeholders.
- Contribute to marketing strategy and campaigns based on market analysis.

REQUIREMENT

- Bachelor's degree in Business, Marketing, Commerce, Economics, or a related field
- Strong analytical skills with the ability to interpret complex data and draw meaningful insights
- Proficient in using Microsoft Excel and PowerPoint
- Excellent written and verbal communication skills (preferably local language)
- Ability to work independently and manage multiple projects simultaneously
- Ability to adapt to changing market conditions and conducting field visits is a must
- Prior experience or knowledge of the automotive industry is a plus

BENEFITS

- PPO Opportunity (along with opportunity to work in International Market if selected)
- Stipend as per market standard(to be discussed with placement team directly).
- Training and Development
- Hands on experience
- Internship certificate/Letter of Recommendation

NOTE

- Office Address- 33A Chowringhee Road, Chatterjee International Centre, 5th floor, Kolkata 700071
- Working hours- Monday to Saturday – 10am to 5pm
- Website -www.baynee.com
- Email id- info@baynee.com

Copy to:
Notice File, Placement Cell,
Principal's File, Superintendent File,
Website.



Tofazzal Haque
(Dr. Md. Tofazzal Haque)
Principal
Umeschandra College
13, Surya Sen St.
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BAYNEE