

ON CAMPUS DRIVE BY BONAFIDE RESEARCH & MARKETING

COMPANY CAMPUS DRIVE DETAIL	
Company Name	BONAFIDE RESEARCH & MARKETING PVT. LTD.
Date	25 th February, 2016 (Thursday)
Time	2:00 PM
Venue	Seminar Hall, PG Building, MEFGI Campus, Rajkot
JOB DESCRIPTION	
Designation	Research Associate Trainee
Salary Package	1.20-1.80 LPA (Lac Per Annum)
Location	Baroda
Selection Process	Skype Interview + Written (PI)
ELIGIBILITY PARAMETERS	
Education Qualification	BE- All Branch – 2016 Batch (No such Percentage cut off)
TO PARTICIPATE	
Registration Process	To get register your name visit to below link and register your name before of 21 st February 2016 (Sunday). Link: http://goo.gl/forms/X3SpwTMgkD
Documents Required	1 Passport Size Photograph+ 1 Resume +All Academic Credentials+ College ID Card (Must)
Placement Cell Contact Person	Mr. Haresh Bhasani: 96876 80225

About the Company

Bonafide Research is a multi-disciplinary research and consulting company which provides all the information streams required to solve strategic, business and marketing problems. Bonafide is a “one-stop-shop” offering syndicated research reports, custom research solutions and marketing services for a variety of industry verticals. Bonafide brings value to its clients through high quality research and analysis and helps them to make well-informed tactical strategic moves in the dynamic global market environment. We bring first-hand information and prudent analysis of various industries, technologies, economic and non-economic market parameters, potential markets, and key competitors in the industry and give rational forecast for market trends to help clients identify prospective growth areas and gain competitive edge. Our strength lies in monitoring industry trends and data analysis using credible secondary data sources from Paid databases and Public domain. Our ongoing bloom to collect up to date and accurate information by conducting online surveys, personal interviews, taking the opinions of senior level executives will enable us to serve our clients better in every possible aspect. We do not just report data or information, but say what it means – and put a firm stake in the ground in recommending what clients should do.

For More details visit: www.bonafideresearch.com

For JD details see the 2nd page

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Job Description:

The Research Associate is responsible for the provisions of research reports and custom consulting projects for fortune 500 companies. The position will provide primary and secondary qualitative and quantitative market research data for analytical support to existing and new marketing and sales strategies.

- The person would be responsible to decide upon the market studies/topics to be researched, finalize table of contents/scope/structure of the market research studies to complete the in-depth market assessment for individual MICRO and MACRO markets.
- Compiling, analyze and interpret information from both internal and external sources, providing insights and market/industry report writing with a logical structure.
- Successfully initiating, executing and delivering research projects involving market assessment & sizing, competitive analysis & benchmarking and industry/sector analysis etc.
- Track specific industry and develop yourself as an industry specialist, contribute market insights and analyst briefings and consulting fortune companies for enhancing their profitability.
- Develop relationships and conduct interviews with industry experts for the purpose of gathering primary data as well as produce research reports on market dynamics in the relevant industry.
- The person should have ability to taking ownership of all the business research assignments entrusted and work closely with the team to produce impeccable quality outputs in timely manner.
- The candidate should have excellent secondary research skills to search data for niche markets.
- The candidate should have knowledge of market size calculation & forecasting, swot analysis, pest analysis, porters five forces, multivariate analysis, industry risk analysis, product positioning matrix, etc.

Desired Profile:

- Graduate / Post Graduate in Business / Engineering / Statistics / Economics / Mathematics
- Data interpretation and analytical skills should be strong.
- Good data visualization skills and ability to present data analysis in intuitive graphical and tabular formats.
- Familiarity with Tableau or other data visualization tools will be an advantage.
- Excellent communication, organizational or project management skills.
- Ability to take responsibility of assigned tasks and work with minimum guidance.
- Motivated self-starter & able to work under pressure with tight deadlines.
- Prior industry experience would be an added advantage.
- Good research skills, preferably with exposure / knowledge of online databases such as Bloomberg, Factiva, CapitalIQ, OneSource, Hoover's, Thomson Research amongst others.
- Proficiency in MS Office (power point, excel and word)
- Ability to understand financial statements and conduct basic financial analysis.

Dr. Gaurav Gandhi

Sr. Manager-Placement Cell