



Job Description

Job Details			
Job Title	Manager- Product	Department	Sales & Marketing
Reporting to	Head – Marketing	Location	Mumbai

Job Objective
To promote AIS brand, enhance sale of value added goods Develop new products as per market needs

Primary Responsibilities	
Financial	<ul style="list-style-type: none">• Analyze the market situation by forecasting & future planning• Prepare cost benefit analysis for new products• Emphasize on value-added products and provide strategies to improve the sales of value-added products
Customer	<ul style="list-style-type: none">• Conduct surveys, analysis and identify potential market for products & services• Successful implementation of product strategy and tracking as per companies goals• New product development according to the market needs and customer demands to be introduced
Process	<ul style="list-style-type: none">• Identify the products/markets/segments and successfully implementing companies overall goal• Analyze the data and information state wise/area wise and take counter active measures• Apportioning targets to zones & making the products acceptable• Analyze the product lifecycle of value-added products

	<p>by studying trends in the overseas, national and company's markets; take actions to phase out the products in matured stage</p> <ul style="list-style-type: none"> • Customization of products should be done as per customer needs
Learning & Development	<ul style="list-style-type: none"> • Emphasize on the latest developments in the industry • Create awareness and share market knowledge of these developments with the sales team and customers

Desired Qualifications & Experience	
Desired Experience	3-5 years experience in planning/product development
Knowledge & Skills	<ul style="list-style-type: none"> • Knowledge about the glass and related industry & construction industry • Experience in successful implementation of product strategy and launching of new products