

Praveen Kumar

Age: 35 Years, Management & Business Experience: 13 Years

Education

Qualification:

- MBA(Materials Management) from Institute of Materials Management(IIMM)-2005
- Graduate Diploma in Materials Management from International Federation of Purchasing and Materials Management (IFPMM), Vienna, Austria-2004
- Diploma in Mechanical Engineering from G.B. Pant Polytechnic, Delhi-1998

Professional Training

- CBI(Netherlands)- ECP(2010) : Trained as a leader to initiate, devise and implement export coaching programs in line with demand dynamics of sectors, clusters & export policy.
- CBI(Netherlands) – TtT (2007-08): Trained as a MASTER TRAINER for pre-qualifying, auditing and enabling prospective Indian companies for undertaking exports to Europe by lending techno-commercial consultancy & strategic advisory.
- EPIC (Delhi) – Trained as Certified Java Programmer

Professional Contributions/Publications

Strategy Formulation:

- Devising Medium Term Strategy for Project Exports from India.

Publications:

- Compiled numerous market research reports for project exports & export of project construction items in strategically qualified markets and regions.
- Supervising editor of "Global Project Opportunities", a Monthly Newsletter providing insight on emerging project opportunities worldwide to Indian Construction Industry.

Areas of Expertise

International Market Research & Development	<ul style="list-style-type: none"> • Collecting and compiling economic data about future expenditure plans of strategically qualified markets, regions and countries. • Perform international market research and competitive analysis. • Develop business plans and market entry strategies based on this research for individual companies or industry as a whole. • Facilitate strategic relationships among international companies particularly South East Asia, Europe, Middle East & U.S.
Export facilitation and Policy formulation support	<ul style="list-style-type: none"> • More than a decade of experience in facilitating project & project construction item exports at project exports promotion council of India(PEPC). • Leading advisory cell of the council and rendering consultancy in the areas such as product-market combinations, export financing, Line of credit, subsidies and export incentives. • Devising Medium Term Strategy for Project Exports from India.
Business Competitiveness Enhancement	<ul style="list-style-type: none"> • Developed tools to audit, identify & enhance competitiveness of an enterprise after gaining rich experience from facilitating several companies to successfully undertake project exports. • Member of the IT task force for construction industry.
Soft Skills training And International consultancy assignments	<ul style="list-style-type: none"> • Provided consultancy to Indian Project & Project Construction item, processed food & IT services exporters to successfully identify export markets\products\sectors in line with their own competencies. Focus markets have been Middle East & Europe. • Imparted training to SME's in area of export documentation, policy & procedures.

Differentiating Competencies

- ❑ **Ability to decode complex situations to identify & address core issues**
Multidisciplinary career profile as an Consultant, Market Analyst, IT Manager & Mechanical Engineer has developed a knack for decoding complex business situations to identify core issues plaguing growth of a company and devising solutions which encompass strengths of all departments involved.
- ❑ **Identify niche segments & focused marketing techniques**– Define & establish process to identify niche market segments with high margins that can be targeted with limited marketing budget. This strengthens bottomline of an SME & enables it to not only survive but achieve sustainable growth in highly competitive & capital intensive business environment.

Knowledge Areas / Competencies

Function/ Business Process	International Market Analysis & Market entry strategy, Cost effective international marketing techniques E business transition
Industry	The competencies are not restricted to an industry/ sector – but majority of experience has been from the construction\turnkey engineering services & products, processed food industry, casting & forging industry & IT services business

Word Picture

Versatility of experience, exposure and education in export facilitation, market research, e-commerce, materials management and consulting are behind Praveen's ability to help enterprises arrive at harmonized business decisions and solutions.

This rare mix of skill set and experience ensures that the strategies and solutions devised, utilize individual competencies of all departments. It has been a boon in complex situations involving senior management from different departments with contrasting views.

If you are looking for a solution to your international business issues or issues arising out of international competition knocking at your door Praveen may help you find an answer by identifying strengths and weakness of your enterprise and forming a strategy, tailor made for your company under light of these strengths and shortcomings.