



Guru Gobind Singh Indraprastha University
“A State University established by the Govt. Of NCT Delhi”
Sector 16-C, Dwarka, New Delhi – 110078



F. No.: GGSIPU/CCGPC/2023/ 755

4th October 2023

Sub. Placement opportunity for BA, B.Com, BBA and MBA students of GGSIP University of the batch passing out in year 2023 in the company “Peluche Inc”

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of Placement opportunity for BA, B.Com, BBA and MBA students of GGSIP University of the batch passing out in year 2023 in the company “Peluche Inc” for your reference and circulation to students to apply on given link by **5th October 2023, 5:00 PM:**

Registration Link – <https://forms.gle/KFHYdav6mEKWGzg27>

Name of Company – Peluche Inc

Roles –

1. Digital Marketing Executive
2. Sales Executive
3. Category Management Executive

Industry Type: Textile & Apparel (Fashion)

CTC – INR 2.5 - 11.5 LPA (basis experience and education)

Department: Merchandising, Retail & eCommerce

Education: BA, B.Com, BBA and MBA - the candidate should possess a strong interest in fashion

Please refer to the attached job descriptions for further details about the roles and visit <https://www.peluche.in>

LAST DATE FOR REGISTRATION IS 5th October 2023, 5:00 PM.

(Ms. Nisha Singh)
Training and Placement Officer,
CCGPC, GGSIP University



Job description for the position of “Category Executive”:

Category Executive would be responsible for merchandising, assortment planning, planning for pre-season as well as in season to ensure that the Category is well represented. His/ her focus should be on increasing revenue and margin by managing the pricing and overall promotion of the product category to maximize consumer appeal.

WHO SHOULD APPLY?

- Who believes- we grow as a team and not individually
- Someone who sees joy in building things from scratch
- If you are not afraid to fall, can stand up and improvise overall
- A person with "Never Give Up Attitude"
- Someone who is looking for a steep learning curve
- Self-driven, Ambitious & Go-getter
- Result Oriented: Success is measured by the results and continuous effort is what takes you there
- Has the right attitude to excel and grow in an organization

WHAT'S IN IT FOR YOU?

- Get accustomed to working in a highly challenging environment
- An experience of working in high-performance fashion start-up
- Ability to understand how things work on the ground level
- Get on ground experience on how to start a business from scratch
- Opportunities to scale and grow exponentially in a highly competitive environment
- A steep learning curve

JOB DESCRIPTION

- The Category Executive would be responsible for the revenue targets as well as the gross margins
- Build the categories and own P and L for assigned categories in line with organisation targets
- Responsible for the pricing and overall promotion of a product category to maximize consumer appeal
- Responsible for merchandising, assortment planning and planning for pre-season as well as in season sale to ensure that the Category is well represented
- Analyze product feedback and take required actions to address the feedback
- Define Pricing and Inventory strategy for products in respective categories
- Initiate buying as per Sales trend and ensure timely delivery and availability of right stocks at the warehouse
- Manage the availability of the active assortment of the products as per defined norms
- Cross functional liaison to drive and grow revenue with functions like Marketing, Sales, Warehouse etc
- Review the category wise profitability and take required actions with respect to both profitable and non-profitable category

PRE-REQUISITE

- Graduate or Post-Graduate in any field
- Prior experience in the same field is an added advantage
- Strong written English communication skills

NO. OF OPENINGS: 3



Job description for the position of “Marketing Executive”:

The role of a Marketing executive is to create new customers and also enhance the existing relationship with customers by analyzing his/ her needs, providing service related to existing products and cross-selling of various products and services. His/ her focus would be on increasing brand awareness through Social Media outreach, Digital Marketing and running campaigns.

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JOB DESCRIPTION

- Creating innovative content and increasing brand awareness
- Improving social media outreach
- Running marketing campaigns on social media to improve brand visibility
- Candidate will also be responsible of generating leads
- Conducting research and analysing data to identify and define audiences
- Devising and presenting ideas, strategies and promotional activities and get involved in promotional activities
- Ability to grow, lead and make your own team

PRE-REQUISITE

- Graduate or Post-Graduate in any field
- Confident and fluent communication skills
- Familiar with Social Media Platforms
- Prior experience in Digital Marketing is an added Advantage
- Video editing skills: Website and social media content will not just be text but frequently visual as well

NO. OF OPENINGS: 2



Job description for the position of “Sales Executive”:

The role is a combination of farming and project management. Her/his focus would be on increasing brand awareness, bringing in more revenue from new/ existing clients and coordinating with production and logistics team to ensure effective project management. The role would require to generate revenues and meet delivery timelines. The objective is focused purely on sales and delivery.

WHO SHOULD APPLY?

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WHAT'S IN IT FOR YOU?

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JOB DESCRIPTION

- Identifying and securing new and profitable opportunities with the existing account
- Maintaining and expanding strong account relationships
- Convincing businesses to pay upfront instead of credit based model
- Coordinating with the support functions for timely execution of business orders
- Highlighting risks associated with the delivery of the goods and having them resolved well within time
- Making sure the payments are done by the respective clients well on time
- Ability to grow, lead and make your own team

PRE-REQUISITE

- Graduate or Post-Graduate in any field
- Good with Numbers
- Confident and fluent communication skills
- Prior experience in sales/ account management is an added Advantage

NO. OF OPENINGS: 2