

Consultant (Marketing & Logistics)

Department MD Office

Reporting Managing Director

Required Criteria

Education Qualification	<p>Full-time graduation or from a reputed institution.</p> <p>Graduation/Post Graduation/Certificate Course in marketing or allied subjects is essential.</p>
Experience	<p>Essential: Minimum 25 years of total experience in fertilizer marketing at a Company with turnover of at least Rs. 500 Crore. Out of total experience, at least 07 years must be at a senior position in handling overall Fertilizer Marketing, Logistics & Warehousing activities. The Consultant must be well versed with all the regulations of FCO, port operations, rail / road operations, statutory requirements, etc. pertaining to fertilizer marketing business.</p> <p>Preferable: Experience in handling Fertilizer Business across Gujarat.</p>
Nature of engagement	<p>Purely on contractual basis and for specific purpose/assignment and not perennial in nature. The engagement shall be for a limited time period and may range for up to one year.</p>
Location	<p>Vadodara, Gujarat. However, the Consultant may be required to travel across the country at various Regional Offices of GSFC.</p>

I. Preamble

Gujarat State Fertilizers & Chemicals Limited (GSFC Limited), a more than 56 years old Government of Gujarat promoted Company, is one of the premier fertilizer & chemical manufacturing companies with pan India marketing presence.

The Company is enhancing its production capacities and envisaging attaining higher volumes in fertilizer imports. In the referred context, it is imperative to review the complete fertilizer dynamics vis-à-vis industry benchmarks with a specific objective of cost optimization & improved profitability.

GSFC is looking for a Consultant to study & carry out an independent assessment of its fertilizer marketing & logistics operations.

II. Overall Objective

The Consultant must provide practical recommendations for the defined activities under the 'Scope of Work' which are effective & efficient to turn around GSFC's fertilizer business.

III. Scope of work

Scope of Work for Consultant (Marketing & Logistics) in fertilizer business shall include but not limited to the following:

- a) Study current practices & procedures of GSFC vis-à-vis present fertilizer business scenario in the industry;
- b) Study the current logistics setup, rail/ road movement, port movement, warehouse management & its financial implication on GSFC's business;
- c) Benchmark all logistics & marketing activities with industry and develop performance metrics for the same which shall include:
 - Financial Impact Analysis of current freight subsidy;
 - Various subsidy claiming procedures;
 - Current contracts analysis of H&T at various rake points;
 - Pricing policy ;
 - Fertilizer Delivery Management System;
 - Inventory management practices ;
 - Workforce management.
- d) By Simulation Method, quantify deviation/ impact on major marketing costs by comparing it with industry benchmarks for fertilizer's volume of GSFC in Q-1;
- e) Channel Management Analysis & Sales Analysis through various channels (Dealers/Distributors/Retail Outlets) in context of present business & DBT implementation;
- f) Addressing any other concern areas in end to end operations of GSFC's fertilizer business.

IV. Required Skills

- Market research;
- Financial acumen;
- Strategic thinking;
- Excellent communication and presentation skills ;
- Good interpersonal skills;
- Problem-solving;
- Strong analytical and research;

- Cost consciousness;
- Teamwork;
- Excellent written and oral communication;
- Creativity.

V. Remuneration

Shall commensurate with skills, experience and industry norms.
