



བགྲིས་བརྗེ་དོན་བརྒྱུད་འབྲེལ་སྒྲེར་སྡེ་ཚང་འཛིན།།

## Tashi InfoComm Private Limited

### Job Description

<b>Job Title</b>	Business Analyst	<b>Report to</b>	General Manager
<b>Department/ Unit</b>	Marketing	<b>Supervises</b>	None
<b>Purpose of the Department/ unit:</b> Business Development section is tasked with strategizing, budgeting and forecasting revenue and activities under the scope of Marketing Department. It is also responsible for studying, developing and monitoring the impact of offers initiated by Marketing Department. The Section coordinates and takes up majority of the Projects (Planned and Adhoc) related to Marketing Department			
<b>Duties and responsibilities:</b>  <b>Tariff Review, Revenue Enhancement, and Impact Analysis:</b> <ul style="list-style-type: none"><li>• Review the existing products and services tariffs, including offer plans and then based on the analysis of required data and discussion with marketing team, propose new tariff(s)</li><li>• Propose offers based on the current revenue trend to boost the revenue</li><li>• Provide recommendation and feedbacks on temporary schemes based on required analysis</li><li>• Identify/recommend marketing plan when Regional Managers (RM)/ Marketing Officers (MO) proposes it</li><li>• Monitor the impact of the marketing and if need be, recommend alternative marketing method via discussion with General Managers (GM)/section(s)/unit(s)</li></ul> <b>Strategic Acquisition and Retention</b> <ul style="list-style-type: none"><li>• Identify/develop/recommend marketing plan(s) for Regions and HQ (Marketing) to acquire new customers based on published data</li><li>• Recommend/develop/identify methods to retain existing customers</li></ul> <b>New Project(s)</b> <ul style="list-style-type: none"><li>• Take-up/Initiate new project(s) and coordinate/organize activities such as meetings pertaining to new project(s)</li></ul> <b>PMS Score</b> <ul style="list-style-type: none"><li>• Provide the data/info required by coordination unit while performing PMS rating for regional employees</li></ul> <b>Reports</b> <ul style="list-style-type: none"><li>• Study the impact of offers initiated and submit it to GM, and share with other section /units</li><li>• Compile Daily (recharge and overall VLR), Sales and Stock of Apple products, monthly (Region-wise and product-wise revenue), and review it. Share the reports with GM and other section(s)/units</li></ul> <b>Budgeting for Marketing Department</b> <ul style="list-style-type: none"><li>• Annual budgeting, goals setting by referencing previous and current revenue trends</li><li>• Develop strategic commercial work plan(s) by consulting GM and other section(s) and compile Annual Performance Goal (APG) for commercial department</li></ul> <b>Surveys and Studies</b> <ul style="list-style-type: none"><li>• Perform surveys as and when required, do regular comparison of our products and services</li></ul>			



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with others, do studies, explore use-cases including internet information and propose new product and services to marketing; this could be vice-versa

- Develop Annual Goal (O&M), Projects and Activities for Business Development Section
- Be contactable, available and responsive at all times on your official number, official email account and official group in Telegram, to attend to the needs of the company, employees, customers and external agencies
- Execute, implement and achieve all the goals and targets as per the Annual Performance Goals with precision and within deadlines
- Take up roles and responsibilities of other officials in their absence in the department
- Perform any other tasks and duties as and when assigned by the Immediate Supervisor / Head of Section / Head of Department / Managing Director / Management

**Working conditions:** To be punctual and be able to fulfill the required responsibility

**Essential Qualification/ Education:** Bachelor of Technology in Electronics and Communication Engineering/ Electrical Engineering (4 Years Course)

**Desired Qualification/Education:** N/A

**Essential Experience:** N/A

**Desired Experience:** Experience in working with Excel, words and PPT and such similar software

**Essential Training:** N/A

**Desired Training:** N/A

**Job related skills and abilities:**

- Good Communication Skills (Dzongkha & English)
- Teamwork
- Good analytical power and problem solving
- Initiative and enterprise
- Planning and organizing
- Self-management
- Learning
- Active listening skills
- Good Microsoft suite
- Interpersonal skills
- Leadership and management skills
- Time management

**Personal attributes:**

- Proficient in English writing and communication
- Resilient
- Creativity
- Self-learning
- Analytical and problem-solving Skills
- Customer handling skills
- Adaptable to any working environment

Address: P.O Box # 1502, Samten Lam, Thimphu, Bhutan

Phone : +975 77889977

Website : [www.tashicell.com](http://www.tashicell.com)



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<ul style="list-style-type: none"><li>• Cooperative</li><li>• Honesty and Integrity</li><li>• Positive attitude</li><li>• Up to date with both the online and off line marketing trends</li><li>• Initiative &amp; leadership skills</li></ul>		
<b>Job Location</b>	Thimphu	
<b>Employment Nature</b>	Regular	
<b>Grade</b>	P step 12	
<b>Date of joining</b>	Will be informed via telephonic call	
<b>Remuneration</b>	<b>First year of service excluding probation:</b> Pay Scale: Nu. 31,573 - 789 - 39,466 Basic salary: Nu. 31,573.00 Medical Allowance: Nu. 2,631.00 Provident Fund: Nu. 3,571.00 Corporate Allowance: Nu. 13,418.00 Communication Allowance: Nu. 750.00 <b>Gross Salary: Nu. 51,529.00</b>	<b>From second year of service:</b> Basic salary: Nu. 32,362.00 Medical Allowance: Nu. 2,696.00 Provident Fund: Nu. 3,236.00 Corporate Allowance: Nu. 26,837.00 Communication Allowance: Nu. 750.00 <b>Gross Salary: Nu. 65,881.00</b>
	<b>Note:</b> <ul style="list-style-type: none"><li>• Salary packages from 3<sup>rd</sup> year onward shall change based on Service Rules and Regulations of TIPL 2008</li></ul>	
<b>Other allowances and benefits</b>	Other allowances and benefits like gratuity, leave, Leave Travel Concession, leave encashment, bonus, insurance, staff welfare and mobile data shall be applicable as per the Service Rules and Regulations of TIPL 2008.	