

EMPLOYMENT TIMES

MAKING OPPORTUNITIES KNOCK ON YOUR DOOR

Customer database advantages to all

A database when centralized, it has the following advantages.



Marketing research & planning
Contact planning
Segmentation

Segmentation is a process by which consumers are grouped together according to identifiable characteristics that are relevant to their buying behavior.

Criteria for segmentation

Segmentation becomes effective when the segment fulfills following criteria.

■ Measurable

Information must be available to assess the segment viability

■ Accessible : The segment should be reachable with the selected marketing mix

■ Substantial : The segment should be large enough and profit potential

■ Unique : Individuals and group within the segment should act/ respond to the marketing mix in a broadly similar manner.

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Components of a database

■ **Data** : Raw information such as names (peter , Michael), addresses, dates, product categories etc.

■ **Fields** : Specific data location such as first Name, Surname, Profession, Designation, Address etc.

■ **Records** : A set of field relevant to a particular entry. All fields related to one customer makes a Customer record.

■ **Tables** : Table is a collection of records that have similar data. Ex: all student details for MIP - CIM can be stored in a table.

■ **Databases**:

Database is a collection of all the tables relating to a particular set of information.

Ex: Customer database consist all customer information.

Data Manipulation

A comprehensive database can be manipulated in such a way it provides following options.

- Find records
- Sort records in order.
- Filter records
- Interrogate records
- Count and calculation
- Customized formats

Databases, depending on the type of information they aim to collect, can be categorized as contacts Databases and Customer Databases.

Planning marketing campaign

Direct mail

WANTED
Partner for leading night club in Colombo with Experience in Night life.
Please fax with all Details
011-2665129,
Mobile - 0777714474

Required Urgent: (3 Positions Male or Female)

1) Sandwich and Juice maker.

2) Office assistant with English knowledge.

For a 24 hours service. Coffee shop/e.cafe. Salary negotiable.

Contact 072 2210111/ 2 683 959



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(National Curriculum)
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Graduates or Trained Teachers with experience as Principal/Deputy Principal/ Sectional Head in government or private school.

● **LIBRARIAN**

With A/L Qualification, relevant experience and computer literacy.

● **MATHS TEACHER FOR PRIMARY.**

● **LITERATURE TEACHER FOR PRIMARY AND SECONDARY.**

- ★ Proficiency in English is essential for all the above posts.
- ★ Previous experience in International School is an added advantage.
- ★ Retired government Teachers may also apply.

Walk in interview on 15th and 16th September 2010 from 9.30am to 1.00pm.

Principal
Amal International School
152, Dharmarama Road,
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(Opposite the former Wellawatha Weaving & Spinning Mills)

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We seek a dynamic, experienced and self-motivated individual to be part of our Finance Team as a Tax Consultant.

The Tax Consultant will report directly to the Country Chief Financial Officer (CFO) and have a matrix reporting line to the Regional Tax Manager.

Key responsibilities include tax reporting and forecasting, complying with tax related internal controls and group standards, providing business support, tax planning, working with the regional tax planning team to pursue ideas and opportunities, risk management and the implementation of global tax policies and procedures.

Qualifications & Experience:

- Qualified Accountant (ACA, ACMA, ACCA or equivalent)
- Minimum 5 years post-qualification tax experience
- Knowledge of Sri Lanka tax laws and practices
- Good research and analytical skills
- Strong interpersonal and communication skills
- Proficiency in MS Office

If this is you, apply online at www.standardchartered.com/lk/careers on or before September 19th, 2010.



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WANTED
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(TRAINEE AND EXPERIENCED)

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Send your application within 10 days to reach:

The General Manager

Ever Paint and Chemical Industries (Pvt) Ltd.

Green Drive, Temple Road, Artigala, Hanwella



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Dream. Dare. Deliver.

Nestlé is the world's largest Food and Beverage Company, selling over a billion products everyday across 130 countries. With a strong presence in Sri Lanka, Nestlé consistently delights consumers with the country's best loved brands like NESTOMALT, NESPRAY, MILO, MAGGI, MILKMAID and NESCAFE. The driving force behind our success is our dynamic sales team, who live with a fierce passion and commitment to Dream. Dare. Deliver.

Sector Sales Executives

We are looking for dynamic go-getters who can add value to our strong growth momentum in the market. Candidates for this position must be passionate about achieving goals, with strong leadership skills to motivate and develop productive relationships with their respective sales teams and customers alike.

They must have around 5 years of experience in the FMCG sector and be driven to consistently achieve outstanding results in the market.

If you have what it takes to be a part of the world's largest Food and Beverage Company and contribute to our mission to Dream. Dare and Deliver, mail your CV with the job applied for indicated in the subject line or on the top left corner of the envelope, together with a recent photograph and the names of 2 non related referees within 7 working days to:

Vice President – Human Resources & Corporate Communications
Nestlé Lanka PLC, 440, T. B. Jayah Mawatha, Colombo 10
Email: nestle.careers@lk.nestle.com

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Applicants should have minimum 3 years experience as a supervisor in a vehicle body shop & be able to prepare insurance estimate independently.

SUPERVISORS
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Mail, Fax or Email your resumé with two non-related referees to:

The Director, P. O Box 03. Malabe.
Fax: 4414640 E-mail: dillondetail@gmail.com

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GHI Resources