

Knowledge
Transfer
Partnerships

Graduate Case Study



Agriculture/
Biology/
Biotechnology/
Computing/
Design/
Ecommerce/
Engineering/
Food/
Management/
Marketing/
Materials/
Quality/
Science/
SocialScience/

www.ktponline.org.uk/graduates



Associate Profile: Sonal Sarvaiya

Name: Sonal Sarvaiya
Qualifications: BA in Business, Masters in Business Administration
Current Role: Marketing Manager
Location: Middlesbrough

“The best thing about being a KTP Associate is gaining commercial exposure. I was able to put my theoretical knowledge into practice in a controlled environment.”

IN MY KTP I...

My 12 month KTP project was with Direct Line Supplies Ltd and Darlington College. The aim of the project was to create and implement a business development strategy to increase both sales and market share and to embed professional marketing practices within the company. This involved a number of things, including: improving the management commitment towards research and marketing, implementing new methods of promotion, introducing a new pricing strategy, launching a new website and establishing a culture change within the company.

HIGHLIGHTS OF THE PROJECT WERE...

The highlight of the project was seeing the positive results from my work. The annual sales turnover has significantly increased due to cash and carry sales, new customers and the revised pricing strategy. The company is now much more customer and marketing focused. It has clear marketing and promotional plans for the next year and expects to increase turnover, profitability and customer satisfaction levels even further.

THE BEST THING ABOUT BEING A KTP ASSOCIATE IS...

The best thing about being a KTP Associate is gaining commercial exposure. I was able to put my theoretical knowledge into practice in a controlled environment. You also get a fantastic support network and mentoring from the academic and company supervisors which you would not get in an ordinary job. I also got to attend a number of seminars and the International Food Exhibition.

FROM KTP I HAVE LEARNT...

I have learnt a lot of practical experience from the Diploma in Management. My Masters was very theoretical, so the Diploma really broadened my skill set in areas such as project management, leadership, time management and copy writing. All these skills were reinforced during the project through practical experience in the workplace. I have also gained analytical skills which have enabled me to make sound decisions and back them up with cogent reasons. I also had the opportunity to study for the CIM Postgraduate Diploma and my KTP training budget paid for my CIM membership.

LIFE AFTER KTP IS...

I now have a permanent position as Marketing Manager with Direct Line Suppliers Ltd. I believe my KTP raised my profile within the company and I now have a great deal of respect and support from the directors of the company.

I WILL RECOMMEND KTP BECAUSE...

I would definitely recommend KTP, in fact some of my friends are now KTP Associates because they saw all the great benefits and opportunities it gave me.

To turn your career options into great career options visit

www.ktponline.org.uk or email graduates@ktponline.org.uk