

About Zivame

Zivame was founded in 2011 with the vision to facilitate women to shop uninhibitedly for intimate wear and to make lingerie shopping personalized and convenient. Zivame is now the No. 1 B2C intimate wear brand in India with 55+ retail stores and presence in 1000+ partner stores across India with the mission to be a one-stop destination for every woman's intimate wear needs. Zivame believes that every woman is unique, and wants to deliver a platform that allows her to browse, discover and shop what she desires.

All the products at Zivame stem from the desire to design something that is a blend of quality, innovation, and comfort. Zivame offers trendy lingerie, activewear, sleepwear, and shapewear in over 3000 + exclusive designs and 100 + sizes catering to women across all body types.

What to expect from Zivame?

❖ Passion

We're not just an e-commerce company, a women's wear brand or a retail organization. We are together in solving problems for millions of women in India; and that passion drives everything that we do. It's that passion that helps us do things by keeping the Indian woman front and center in all of our efforts – from Design to Technology, from Marketing to Logistics and everything in between.

❖ Bias for Action

Being an organization that is growing rapidly comes with a culture where everyone strives for creating business impact in their own roles. This strong Bias for Action is seen at every function in the organization at every level which helps us keep bureaucracy to the minimum, make quick decisions, take our ideas to action and see the impact first-hand. We also recognize great performance when we see it, not just at the annual day.

• Cross-functional Collaboration

We strive for holistic outcomes and not in silos. Work takes the shortest path possible and people work across functions, levels, experience seamlessly. That meeting could've been an email, which could've been a call, which could've been an in-person discussion. And...Action!

• Transparency

A stand-out tenet of our culture has to be the transparency that's woven into the fabric of Zivame. We discuss everything openly, have no closed offices, no colleague out-of-bounds and no hidden agenda. Our monthly townhalls, coffees with the CEO, an open feedback culture are just a few things you'll notice while working with us.

JD for Pricing Analyst

Roles & Responsibilities

- Analyse market trends, including competitors' prices, consumer habits, marketing strategies and profitability
- Synthesize external trends with internal data, including material costs, production costs, prices of products currently on the market, advertisement costs, current financial status, and budget
- Deliver informed decisions about the appropriate price points for various products based on the analysis of internal and external data
- Evaluate consumer trends and use them to advise when certain products should be rolled out on the market
- Monitor the results of pricing decisions by evaluating performance in relation to budget and profit margins and communicating with the sales team regularly
- Revise pricing decisions if necessary, and proactively monitor products' performance to determine whether revaluation is needed
- Maintain detailed records for individual products that can be used to evaluate future market trends and inform future pricing decisions
- Tracking customer engagement to develop effective pricing strategies for products and offerings
- Applying statistical modelling methods to determine the potential impact of pricing strategies on profitability
- Forecasting revenue and market share based on market trends, production costs, profit margins, and sales volumes
- Developing dynamic pricing tools to effectively respond to changing market needs and trends
- Preparing and presenting pricing analysis findings to executives, marketing teams, and sales staff through weekly or monthly meetings the brief given

Skills & Experience required

- Bachelor's degree in economics, business, accounting, finance, or related field
- At least two years of experience in business analytics
- Communication skills, written and verbal
- Analytical, evaluative, and data-driven mindset
- Highly proficient in Excel, Database query
- High levels of accuracy and attention to detail

Zivame in the News

YourStory: [Build & Grow | Coming out stronger in the face of adversity](#)

ET CIO - [How Zivame uses tech to help women uninhibitedly buy perfect-fit intimate wear](#)

E4M : [TLC-e4m webinar: 'E-commerce really flattens the world'](#)

Yourstory:
Roundtable: [What to add to your tech cart](#)

Exchange4Media: [20% of our business now comes from offline channels: Amisha Jain, CEO, Zivame](#)

Analytics India Magazine : [Deep Dive: How Zivame Is Using Data Science To Empower Women Buying Lingerie Online](#)

Indian Retailer.com: [How Lingerie Brand Zivame is Weaving Its Omni channel Strategy?](#)

Best Media Info: [Zivame aims for exponential growth, focuses on digital marketing](#)