🗐 Anwar Sales Ecosystem - Form Submission & **Notification Guide**

Version: 2.0

Last Updated: August 3, 2025

Status: Active - Post Thakurgaon Employee Deployment

☐ Table of Contents

- 1. Role Definitions
- 2. Form Submission Matrix
- 3. Notification Hierarchy
- 4. Form-Specific Guidelines
- 5. Employee Hierarchy Overview
- 6. Thakurgaon Territory Structure
- 7. Contact Information
- 8. Troubleshooting

& Role Definitions

Internal Company Employees

Role	Full Name	Responsibilities	Territory Level
BDO	Business Development Officer	Territory development, partner relations	BD Territory
CRO	Customer Relations Officer	Client management, relationship building	CRO Territory
SR	Sales Representative	Direct sales, territory coverage	Territory/Area
ASM	Area Sales Manager	Area supervision, team management	Area
ZSM	Zonal Sales Manager	Zone oversight, district coordination	District

External Partners & Clients

Role	Full Name	Responsibilities	
Site Engineer Site Engineer		Technical implementation, site management	
Partner	Business Partner	Local operations, client coordination	
Retailer	Retail Partner	Product distribution, local sales	
IHB	Individual House Builder	Construction projects, site development	
Dealer	Authorized Dealer	Regional distribution, bulk sales	



PROFESSEUR: M.DA ROS

Form Submission Matrix

Who Can Submit Which Forms

Form Name	Primary Submitters	Secondary Submitters	Purpose
Partner Registration	SR, CRO, BDO	External Partners	Register new business partners
Partner Update	SR	BDO, CRO	Update partner information
Engineer Registration	Partners	Site Engineers, CRO	Register technical staff
Potential Site Registration	SR, CRO, BDO	Partners, Site Engineers, IHB	Register new development sites
Retailer Registration	SR	Partners, CRO	Register retail partners
Retailer Update	SR	CRO, Partners	Update retailer information
Order Creation	SR	Partners, BDO, Retailers	Create product orders
Dispute Creation	CRO, BDO	Any registered user	Report order issues
Site Prescription	BDO	CRO, Partners, Site Engineers	Provide technical specifications
Visit Form	SR, CRO, BDO	ASM, Partners	Record client visits
Visit Update	SR, CRO, BDO, ASM	Partners	Update visit status/outcomes
IHB Registration	SR, CRO, BDO	IHB, Partners	Register individual builders
Retailer Point Request	CRO, BDO	ASM, SR	Request new retail locations
Demand Generation Request	SR, ASM, BDO	ZSM, CRO	Request market development

△ Notification Hierarchy

Primary Notification Flow

```
Form Submission

↓

Direct Supervisor

↓

Department Head

↓

Management

↓

Admin Team
```

Role-Based Notification Recipients

For Sales Representative (SR) Forms

Form Type	L1 Notification	L2 Notification	L3 Notification
Retailer Registration	Territory ASM	Territory BDO	Zone ZSM

Form Type	L1 Notification	L2 Notification	L3 Notification
Retailer Update	Territory ASM	Territory CRO	Zone BDO
Partner Registration	Territory ASM	Territory BDO	Zone ZSM
Partner Update	Territory ASM	Territory BDO	Zone CRO
Potential Site	Territory ASM	Territory BDO	Zone ZSM
Visit Form	Territory ASM	Territory BDO	Zone ZSM
IHB Registration	Territory ASM	Territory CRO	Zone BDO
Order Creation	Territory ASM	Territory BDO	Zone ZSM
Demand Generation	Territory ASM	Zone BDO	Business Head

For Customer Relations Officer (CRO) Forms

Form Type	L1 Notification	L2 Notification	L3 Notification
Partner Registration	Territory ASM	Zone BDO	Zone ZSM
Potential Site	Territory ASM	Zone BDO	Zone ZSM
Visit Form	Territory ASM	Territory BDO	Zone ZSM
IHB Registration	Territory ASM	Zone BDO	Zone ZSM
Retailer Point Request	Territory ASM	Zone BDO	Regional Manager
Dispute Form	Territory ASM	Zone BDO	Business Head

For Business Development Officer (BDO) Forms

Form Type	L1 Notification	L2 Notification	L3 Notification
Partner Registration	Territory ASM	Zone ZSM	Regional Manager
Potential Site	Territory ASM	Zone ZSM	Regional Manager
Visit Form	Territory ASM	Zone ZSM	Regional Manager
IHB Registration	Territory ASM	Zone ZSM	Regional Manager
Retailer Point Request	Territory ASM	Zone ZSM	Regional Manager
Dispute Form	Territory ASM	Zone ZSM	Business Head
Site Prescription	Territory ASM	Zone ZSM	Technical Head
Demand Generation	Territory ASM	Zone ZSM	Business Head

For Area Sales Manager (ASM) Forms

Form Type	L1 Notification	L2 Notification	L3 Notification
Demand Generation	Zone BDO	Zone ZSM	Business Head



PROFESSEUR: M.DA ROS

Partner Registration Form

- Submitters: SR, CRO, BDO (internal staff), external partners
- Required Info: Partner type, contact details, NID, bKash number
- Notifications:
 - o Territory ASM (immediate for all internal submissions)
 - Territory BDO (within 1 hour)
 - Zone ZSM (daily summary)
- **Approval Process:** Submitter → ASM → ZSM
- Timeline: 2-3 business days

Engineer Registration Form

- Submitters: Partners (primary), site engineers, CRO
- Required Info: Technical qualifications, project experience, contact details
- Notifications:
 - Territory CRO (immediate)
 - Area ASM (within 1 hour)
 - Technical Head (daily summary)
- Approval Process: CRO → ASM → Technical Head
- Timeline: 3-5 business days

Potential Site Registration

- Submitters: SR, CRO, BDO (primary), partners, site engineers, IHB
- Required Info: Site location, IHB details, project scope
- Notifications:
 - Territory ASM (immediate for internal submissions)
 - o Territory BDO (within 30 mins)
 - Zone ZSM (within 1 hour)
- Assignment Process: Assigned to territory team based on submitter
- Timeline: 1-2 business days

器 Retailer Registration Form

- Submitters: SR (primary), partners, CRO
- Required Info: Retailer details, location, business capacity
- Notifications:
 - Territory ASM (immediate)
 - Territory BDO (within 1 hour)
 - Zone ZSM (daily summary)
- Approval Process: SR → ASM → BDO → ZSM
- Timeline: 2-3 business days

Retailer Update Form

- Submitters: SR (primary), CRO, partners
- Required Info: Updated retailer information, performance data
- Notifications:

PROFESSEUR: M.DA ROS

- Territory ASM (immediate)
- Territory CRO (within 30 mins)
- Zone BDO (daily summary)
- **Processing:** Real-time updates to retailer database

• Timeline: Same day processing

1 IHB Registration Form

- Submitters: SR, CRO, BDO (internal staff), IHB, partners
- Required Info: IHB details, project information, contact details
- Notifications:
 - Territory ASM (immediate for internal submissions)
 - Territory CRO/BDO (within 30 mins)
 - Zone BDO (daily summary)
- **Approval Process:** Submitter → ASM → Zone Manager
- Timeline: 1-2 business days

E Site Prescription Form

- Submitters: BDO (primary), CRO, partners, site engineers (consultation)
- Required Info: Technical specifications, site requirements, project scope
- Notifications:
 - o Territory ASM (immediate)
 - Zone ZSM (within 1 hour)
 - Technical Head (daily summary)
- **Approval Process:** BDO → ASM → ZSM → Technical Head
- Timeline: 1-2 business days

Order Creation Form

- Submitters: SR (primary), partners, retailers, BDO
- Required Info: Site details, quantity, delivery timeline
- Notifications:
 - Territory ASM (immediate for SR submissions)
 - Territory BDO (immediate)
 - Supply Chain (within 1 hour)
- **Processing:** Automatic validation → Manual approval
- Timeline: Same day processing

Visit Update Form

- Submitters: Field staff (SR, CRO, BDO, ASM)
- Required Info: Visit type, client details, outcomes
- Notifications:
 - o Territory ASM (immediate for SR, CRO submissions)
 - Territory manager (within 30 mins)
 - WhatsApp alerts to team
- Follow-up: Auto-generated based on visit type
- Reporting: Real-time dashboard updates

Retailer Point Request

- Submitters: CRO, BDO (territory expansion)
- Required Info: Location analysis, market potential
- Notifications:
 - Territory ASM (immediate)
 - o Zone BDO/ZSM (within 1 hour)

- Commercial team (daily summary)
- **Approval:** Market analysis → Commercial approval
- Timeline: 5-7 business days

♦ Demand Generation Request

- Submitters: SR (primary), ASM, BDO
- Required Info: Market analysis, demand projections, territory data
- Notifications:
 - Territory ASM (immediate for SR submissions)
 - Zone BDO (within 1 hour)
 - Business Head (daily summary)
- **Approval Process:** SR → ASM → Zone BDO → Business Head
- Timeline: 3-5 business days

⚠ Dispute Form

- Submitters: CRO, BDO (primary), any registered user
- Required Info: Dispute details, order information, resolution requests
- Notifications:
 - Territory ASM (immediate for internal submissions)
 - Zone BDO (within 1 hour)
 - Business Head (for escalations)
- **Resolution Process:** Submitter → ASM → Zone Manager → Business Head
- Timeline: 4 hours for resolution

Employee Hierarchy Overview

Reporting Structure

```
Zone Level
─ ZSM (Zonal Sales Manager)
District Level
── ASM (Area Sales Manager)
    Reports to: ZSM
    — Manages: SR teams, territory operations
Territory Level

    BDO (Business Development Officer)

    Reports to: ASM
    ├── Manages: BD Territory, partner relations
├─ CRO (Customer Relations Officer)
    ├─ Reports to: ASM
    — Manages: CRO Territory, client relations
Area Level
└── SR (Sales Representative)
      — Reports to: CRO/BDO
    — Manages: Direct sales, field operations
```

Geographic Hierarchy

```
Zone (Rangpur)

└─ District (Thakurgaon)

└─ Areas (Team-based)

└─ Territories (BD/CRO specific)

└─ Bazaars (141 locations)

└─ Upazillas (6 total)
```

M Thakurgaon Territory Structure

Team Assignments (16 Teams, 63 Employees)

Upazilla	Bazaars	BDO	CRO	SR	ASM
Baliadangi	38	Sohel Rana	Md. Wahiduzzaman	MD.AKKACH KHAN	Md. Nasir Uddin
Horipur	10	Md. Asaduzzaman	Zobayer Al Amin	MD. Al - Amin	MD SHA JAMIL SHIKDER
Pirgonj	16	Mohammad Jahedul islam	Md. Mohsin	Md.Akhteruzzaman Kamal	Sk. Riad- Al Mahmud
Ranishonkoil	15	Md.Masud Karim	Md. Ratan Mian	Md.Nazmul Haque	Ripon Kumar Saha
Ruhia	36	Md.Samaun haque	Md. Mahbubur Rahman	Md. Masud Parvez	Md.Al-Amin
Thakurgoan Sadar	26	Tohidul Islam Tawheed	Md.Tarikul Islam	Md. Aminul Islam	Rajib Hossain
Support Team	-	Sudip Dutta	Md Robiul Hasan	Shek Md Selim	Md.Moniruzzaman
Support Team	-	Mostafizur Rahman	Md. Faruk Hossain	Mohammad Billal Hossain	MD Abir Sarwar
Support Team	-	Md. Sahidul Islam	Atiqul Islam	Md. Asaduzzaman	Jobair Rahman
Support Team	-	Md. Ashraf	Md.Rowshan Alam	Md.Mehidi Hasan	Md. Monowar Hossain
Support Team	-	Ariful Islam	Saiful Islam	Md. Abdullah Ibna Jobayer Tamim	Muhammad Faruk Hussain
Support Team	-	SM Talim Siddik	MD.Mamunur Rashid	Mahfuzar Rahman	Razib Ahmed
Support Team	-	Md. Naim Rahman	Md. Sujon Islam	Md. Nurul Islam	Md Akbar Hossain
	Baliadangi Horipur Pirgonj Ranishonkoil Ruhia Thakurgoan Sadar Support Team Support Team	Baliadangi 38 Horipur 10 Pirgonj 16 Ranishonkoil 15 Ruhia 36 Thakurgoan 26 Support Team Support Team	Baliadangi 38 Sohel Rana Horipur 10 Md. Asaduzzaman Pirgonj 16 Mohammad Jahedul islam Ranishonkoil 15 Md.Masud Karim Ruhia 36 Md.Samaun haque Thakurgoan Sadar 26 Tohidul Islam Tawheed Support - Sudip Dutta Support - Mostafizur Rahman Support Team - Md. Sahidul Islam Support Team - Md. Sahidul Islam Support - Md. Sahidul Islam Support - Md. Sahidul Islam Support - Md. Ashraf Support Team - Md. Ashraf Support Team - Support Team - Md. Ashraf Support Md. Ashraf Support Md. Ashraf Support Md. Ashraf Support Md. Naim	Baliadangi 38 Sohel Rana Md.Wahiduzzaman Horipur 10 Md. Asaduzzaman Zobayer Al Amin Pirgonj 16 Mohammad Jahedul islam Md. Mohsin Ranishonkoil 15 Md.Masud Karim Md. Ratan Mian Ruhia 36 Md.Samaun Md. Mahbubur Rahman Thakurgoan Sadar 26 Tohidul Islam Tawheed Md.Tarikul Islam Support - Sudip Dutta Md Robiul Hasan Support Rahman Md. Faruk Hossain Support Rahman Atiqul Islam Support Team - Md. Sahidul Islam Support Team - Md. Sahidul Atiqul Islam Support Team - Md. Ashraf Md.Rowshan Alam Support Team - Md. Ashraf Md.Rowshan Alam Support Team - Siddik Rashid Support Team - Md. Ashraf Md.Rowshan Alam Md. Saiful Islam Support Rashid Md. Naim Md. Suion Islam	Baliadangi 38 Sohel Rana Md.Wahiduzzaman MD.AKKACH KHAN Horipur 10 Md. Asaduzzaman Zobayer Al Amin MD. Al - Amin Pirgonj 16 Mohammad Jahedul islam Md. Mohsin Md.Akhteruzzaman Kamal Ranishonkoil 15 Md.Masud Karim Md. Ratan Mian Md.Nazmul Haque Ruhia 36 Md.Samaun haque Rahman Md. Masud Parvez Thakurgoan Sadar 26 Tohidul Islam Tawheed Md.Tarikul Islam Md. Aminul Islam Support Team - Sudip Dutta Md Robiul Hasan Shek Md Selim Support Team - Mostafizur Rahman Md. Faruk Hossain Mohammad Billal Hossain Support Team - Md. Sahidul Islam Md. Atiqul Islam Md. Asaduzzaman Support Team - Md. Ashraf Md.Rowshan Alam Md.Mehidi Hasan Support Team - Ariful Islam Saiful Islam Md. Abdullah Ibna Jobayer Tamim Support - SM Talim MD.Mamunur Team Siddik Rashid Md. Suion Islam Md. Nurul Islam

Team ID	Upazilla	Bazaars	BDO	CRO	SR	ASM
THKG- 14	Support Team	-	Md Jenarul Islam	Mithun Kumer	Md.Mainul Islam	MD Rayhan Hossain
THKG- 15	Support Team	-	Kazi Ahmed	Bushra Tabassum	Lailafin Nahar Tithy	Mohammad Abid Miah
THKG- 16	Support Team	-	Roknuzzaman Fahim	Farhan Rahat	Habib Ullah Khan	-

Territory-Specific Notification Rules

For Thakurgaon Teams (THKG-01 to THKG-06)

• Form Submissions: Route to assigned territory team first

• Primary Notifications: Team BDO + Team CRO

• Secondary Notifications: Team ASM

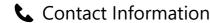
• **Escalation:** Support teams (THKG-07 to THKG-16)

For Support Teams (THKG-07 to THKG-16)

• Function: Overflow support, specialized projects

• Notification: All support team leads

• Assignment: Dynamic based on workload



Key Personnel

Role	Name	Email	WhatsApp	Team
System Admin	Asim Ilyus	asim.ilyus@anwargroup.com	-	Management
Lead BDO	Sohel Rana	hiphensohel@gmail.com	8801722400889	THKG-01
Lead CRO	Md.Wahiduzzaman	wahiduzzaman2@anwargroup.net	8801711302462	THKG-01
Senior ASM	Md. Nasir Uddin	nasiruddindc1990@gmail.com	8801990408719	THKG-01

Emergency Contacts

Situation	Contact Person	Method
System Issues	System Admin	Email + WhatsApp
Territory Disputes	Lead ASM	WhatsApp Group
Form Submission Problems	Team BDO	WhatsApp + Email
Urgent Approvals	Territory ASM	WhatsApp Call



PROFESSEUR: M.DA ROS

Common Issues & Solutions

Form Submission Failures

• Issue: Form not submitting

• Solution: Check internet connection, refresh page, contact system admin

• Prevention: Save draft frequently, use supported browsers

Missing Notifications

• Issue: Not receiving form notifications

• Solution: Check WhatsApp permissions, verify contact details

• Prevention: Regular contact list updates, test notifications

Wrong Assignment

• **Issue:** Form assigned to wrong team

• Solution: Contact territory ASM for reassignment

• Prevention: Select correct territory/location in form

Approval Delays

• Issue: Form pending approval too long

• Solution: Follow up with assigned approver, escalate to supervisor

• Prevention: Submit complete forms, follow submission guidelines

Escalation Path

```
Level 1: Direct Supervisor (Immediate)

Level 2: Territory Manager (1 hour)

Level 3: Area Manager (4 hours)

Level 4: System Admin (8 hours)

Level 5: Management (24 hours)
```

Performance Metrics

Form Processing Targets

Form Type	Target Processing Time	Success Rate
Visit Updates	30 minutes	95%
Order Creation	2 hours	90%
Partner Registration	2 business days	85%
Site Registration	1 business day	90%
Dispute Resolution	4 hours	95%

Notification Delivery Targets

Notification Level	Target Delivery Time	Success Rate
Immediate (L1)	5 minutes	98%
Primary (L2)	30 minutes	95%
Secondary (L3)	1 hour	90%
Summary (L4)	24 hours	85%



Most Common Form Submissions

- 1. Visit Update Daily by field staff
- 2. Order Creation Weekly by partners
- 3. Partner Registration Monthly by new partners
- 4. Site Registration Weekly by development teams
- 5. Dispute Creation As needed by any user

Emergency Forms

- Dispute Creation Immediate processing
- Urgent Order Same-day processing
- Site Emergency 2-hour response

Weekly Reports Recipients

- **ASM:** Territory performance, team metrics
- **BDO:** Partner registration, order summaries
- CRO: Client visit reports, relationship updates
- **ZSM:** Zone performance, regional summaries

Control For additional support or questions about this guide:

Contact: asim.ilyus@anwargroup.com **System Status:** Active & Operational **Last System Update:** August 3, 2025

PROFESSEUR: M.DA ROS

This document is part of the Anwar Sales Ecosystem documentation. Please keep this guide accessible for reference during daily operations.