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| |  |  | | --- | --- | | **MUHAMMAD HASANUZZAMAN CHOWDHURY** |  | | **Islam Mahal. 126, Rozob ali sardar road (Medical road), Jurain, Dhaka-1204.  Mobile: 01818-056319  E-mail : hzaman.chy@gmail.com, hasan.sgt@goldenharvestbd.com** | |

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| **Career Objective:** |
| **I want to build up my career with a dynamic, diversified and challenging environment national or multinational Company. Where though have a respective and challenging work with well reputed organization.** |

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| **Career Summary:** |
| 1. Now I’m working as Area Sales Manager of Golden harvest Ice Cream Limited (Bloop.) in Dhaka South (South City Corporation, Nobabgonj, Munshigonj & Narayongonj) from 09/04/2015 to till date. 2. I was worked as Area Sales Manager of Partexstar Group, Complex-02 (Danish Condensed Milk Bangladesh Ltd.) in First Place Sitakundo (CTG) & Second Place Dhaka Uttara from 31/03/2011 to 31/03/2015. 3. I was worked as Regional Sales Manager (RSM) of Thai Food Products Ltd. In Dhaka-1 from 01/03/2009 to 30/03/2011. 4. I was worked as Territory Officer & Area Manager of Prome Agro Food & Beverage Ltd. In Dhaka from 01/01/2007 to 28/02/2009. |

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| **Special Achievement:** |
| * Nationally TOP Area Manager Award (Ice Cream) for the Year of 2016 in Golden Harvest Group. * Nationally Best Area Manager Award (Ice Cream) for the Year of 2015 in Golden Harvest Group. * One of the Three Best Achiever of Quarterly Target Achievement of July-Sep.2015 (Won a Laptop) in Golden Harvest group. * Nationally Two time best Area manager award for the year of 2011 & 2012 in Partexstar Group (Danish). * Danish Chanachur & Candy lunching best achiever award (2012-2013) in Partexstar Group (Danish). * Special activity award for Bisshow Ijtema-2014 in Partexstar Group (Danish). |

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| **Area of Expertise:** | |
| * **10 Years moor of entry & mid-level Sales experiences.** * **Analysis market scenario based on volume & geographical coverage, Planning, Team & Distribution handling, Relationship planning for Consumers & Retailers, Marketing communication planning.**   **Employment History:** | |
| **1**. | **Area Sales Manager ( April 9, 2015 - Continuing)** |
|  | **Golden Harvest Ice Cream Limited**  Department: Sales Marketing & Distribution  Job location: **Dhaka South & Outer Dhaka (Munshigonj, Narayanganj, Nobabgonj)**  ***Major Responsibilities:***   * Strong Team Setup by TM, SO, Distributor & DSR. * Distributor setup, Own freezer inject planning & execution based on Area geography. * Monitoring distributor ROI. * Lead my team for fulfill monthly target by used Own freezer & Competitor’s freezers. * Planning for create potential new market as well as new sales opportunities. * Trade marketing work. (Like: SR & DSR half yearly conference arrange, Retailers ifter party, Retailers branding issue.) * Propose Monthly Trade & Consumer offer to support Trade Marketing Team based on Competitors Activity. * Trade & Consumer offer proper implements in Market. * Monthly & Quarterly SKU wise products forecasting for Production. * Maintain PJP for DSR, SO & TM based on Route & bite plan. * For increase my sales, I will proper monitor my TM (Territory Manger), SO (Sales Officer), Distributor, DSR, A-grade retailers by Relationship. * Maintain all agreement copy of retail & Stock Freezers. * Every month analysis own & others freezer wise sales & take advantage by hot weather. * Arrange Weekly meeting for TM & Monthly for SO, DSR. For discuss Sales review & Share next week/month success by motivation and leadership. * I always analyzed all competitors’ products, Price, Tread Offer, Consumer offer & Brand marketing information. * Ensure visibility of Products, POSM. * I'm arrange Monthly, Quarterly, Half yearly & Yearly Competition (Case, Crest & Gift hamper) in my team. * I'm submit my areas Own & Competitors all report to top management by Weekly & Monthly. * Administrative works. |
| **2**. | **Area Sales Manager ( March 30, 2011 - March 31, 2015)** |
|  | **Danish Condensed Milk (BD) Ltd.**  Department: Sales & marketing.  Job Location: **Shitakundo & Uttara.**  ***Major Responsibilities:***   * Team setup by TSE, SR, CM (Cycle Man), Distributor & DSR. * Monitoring Team based on KPI. * Monitoring CM (Cycle man) to ensure products visibility in Tea stall shop & gap market. * Ensure product availability & visibility in outlets of headquarter/outstation/highway markets. * Take care of Distributor ROI. * Planning and execution of sales strategy considering current market trend, consumer behavior and annual business plan for the entire sales area. * Proper monitoring of field sales force to achieve agreed targets of volume, turnover, market share within deadline. * Arrange Weekly meeting for TSE & Monthly for SO, CM, DSR. For discuss Sales review & Share next week/month success by motivation and leadership. * I'm arrange Monthly, Quarterly, Half yearly & Yearly Competition (Case, Crest & Gift hamper) in my team. * Achieve Monthly Primary & Secondary sales Target by plan execution. * Ensure Trade & Consumers offer in market. * Monitoring POSM placement. * For increase my sales, I will proper monitor my TSE, SR, CM, Distributor, DSR, A-grade retailers by Relationship. * Every Three month reshuffling Route & bite plan of CM, SR and TSE. * Propose Monthly Trade & Consumer offer to support Trade Marketing Team based on Competitors Activity. * Establish New Products by door to door coverage. * Meet the company revenue and profit target with proper planning and execution with extended standard skill, capability and customer focus. * Ensure Town wise strong Dealer presence by Distribution infrastructure. * Administrative works. |
| **3**. | **Regional Sales Manager ( March 1, 2009 - March 30, 2011)** |
|  | **Thai Food Products**  Department: **Sales Marketing & Distribution**  Job Location: **Dhaka-1** **(Running South City Corporation, Nobabgonj, Munshigonj & Narayongonj)**  ***Major Responsibilities:***   * Motivate, build and help the sales forces to achieve company target. * Distributor setup based on geography of my area. * Visit retail market and ensure products by Distributor. * Target set & achieve target by day to day monitoring. * Take special Trade promotion for our products availability in retail shop. * Maintain daily primary sales by checking Distributor’s floor stock. * Checking daily sales activities by supervising a large sales team. * Built up excellent trade relation with different business partners. * Implement corporate planning & policies in the field level. * Follow up depot/distributors logistics. * Meet sales target and prepare sales plan and effective execution of the plan to achieve target and prepare sales forecast. * Provide necessary guidance to the distributors & their field forces. * Ensure party wise product distribution, create and implement new distribution network. * Administrative works. |
| **4**. | **Territory officer & Area Manager ( January 1, 2007 - February 28, 2009)** |
|  | **Prome Agro Food & Beverage Ltd.**  Department: Sales & Marketing  Job Location: **Uttara & Old town (Kamrangirchor, Lalbag, Shantinagar, Chowckbazar, Sadarghat, Jatrabari)**  ***Major Responsibilities:***   * Set sales plan. * Managed Distributor, SR & DSR. * Ensure products Availability. * Daily check Distributor wise floor stock. * Collecting competitors market activity & report to line Supervisor. * Maintain Sales, Stock, Memo register daily based. * Build up excellent Products Coverage by products & by brand. * Built up excellent trade relation with different business partners. * Ensure party wise product distribution, create and implement new distribution network. * Administrative works. |

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| **Academic Qualification:** |
| * **Kamil/Masters (Hadis)**   Institution: Feni Falahiya Kamil/Masters Madrasha.  Result : First Class  Passing year: 2006   * **Fazil/Degree (Islamic Studies)**   Institution: Fazilpur Waliya Islamia Fazil/Degree Madrasha.  Result : First Class  Passing year: 2004   * **Alim/Higher School Certificate (HSC)**   Institution: Fazilpur Waliya Islamia Fazil/Degree Madrasha.  Result : Second Class  Passing year: 2002   * **Dakhil/Secondary School Certificate (SSC)**   Institution: Fazilpur Waliya Islamia Fazil/Degree Madrasha.  Result : First Class  Passing year: 2000 |
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| **Training Summary:** |
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| **Computer Literacy:** |
| **Microsoft Word, Excel, Power Point Presentation and E-mailing.** |

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| **Language Proficiency:** |
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| **Personal Details :** |
| |  |  |  | | --- | --- | --- | | Father's Name | : | Muhammad Hasanuzzaman Chowdhury | | Father's Name | : | Muhammad Abdul Karim Chowdhury | | Date of Birth | : | December 1, 1985 | | Gender | : | Male | | Marital Status | : | Unmarried | | Nationality | : | Bangladeshi | | National Id No. | : | 3012925328779 | | Religion | : | Islam | | Permanent Address | : | C/O: Mosharof Ali Chowdhury Bari. Vill: Nairajpur P.O: K.M.Hat P.S: Feni Sadar. Dist.: Feni | | Current Location | : | Dhaka. | |

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| **Reference (s):** |
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* + - 1. **Ashfaqur Rahman**

**Genaral Manager**

**Bomby Sweets Industries Limited.**

**(Ex. Head of Trade Marketing & Distribution)**

**Golden Harvest Ice Cream Ltd.**

**Mob: 01766462279**

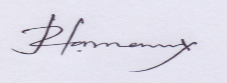
* + - 1. **Mr. Ali Kabir**

**Divisional Sales Manager**

**Danish Condensed Milk (BD) Limited**

**Mob: 01973-396447**

**Sigtature**

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**Muhammad Hasanuzzaman Chowdhury**