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**M.M SHAHARIAR**

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Rampura, Dhaka.

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**Career objective:**

To work in an institution/organization where discipline and high-tech environment will ensure fast career development and the congenial atmosphere will enable to managerial qualities that is vision, positive attitude, interpersonal relationship, communication skills, attitude to take challenges and commitment to achieve results.

**Career Summary:**

Area Sales Manager (ASM)) with over 1 year of Sales and Marketing experience. Expertise in preparing annual business plan, set clear and smart objectives to bring about desires result, monitoring daily sales statement, developing distribution management and new network with maintaining present and priority basis of result oriented and lead a diversifying team through instilling sense of belonging vision of the company and help subordinate achieving their individual goal.

**Professional Experiences:**

1. **Company Name** : A.T Haque (Consumer Brands).

**Position** : Area Manager (ASM).

**Area**  : Notunbazar (Dhaka North)

**Period** : (From 15 April 2019 to 28 Julay 2020).

**Major Duties & Responsibility:**

* Lead a large professional sales team.
* Monitoring day to day management and follow up achieving daily target.
* Making business plan daily, weekly, fortnightly, monthly, yearly and to find new business strategy.
* To make a major contribution in selling Company’s popular brands to the dealer and corporate market to formulate and execute sales plan and strategies.
* To ensure Brands/SKU’s wise products placement to assigned territory.
* Developing new clients and maintaining present also achieving targeted sales volume.
* Allocating the market/route/location to SR/SO.
* Monitoring the team’s performance and motivating them to make ensure achieve the SKU wise target.
* Compiling, monitoring and analyzing target vs. Primary & Secondary Sales figures regularly.
* Sales management including setting tour program, fixing brand wise sales target, execution of selling skills of the field force, reviewing of progress and making necessary adjustment.
* To use innovative tools & techniques for expand of the sales and marketing in connection with the growth of the business & developing new client’s network & maintaining present.
* Execution outlet basis growth mapping & proper merchandising to reach the goal.
* To prepare and representing reports to the top management in respect of competitor’s movement possible area of sales.
* Able to identify route management issues & average resources to maintain consistency and regularity & dealing with customer complain including registration of complains, giving replacement and giving feedback to the company.
* Distributor management and promotion including sourcing and appointing distributor, distributor relationship and distribution management & formulating retail & institutional sales strategies, launching plan, action to ensure product availability and visibility.
* Respect and give priority to management decision and direction.

**Academic Profile:**

**Masters of Social Science in (Economics)**

Institution : Stamford University Bangladesh

Department : Department of economics

Passing Year : Running

GPA : ------------

**Bachelor of Social Science in (Economics)**

Institution : Stamford University Bangladesh

Department : Department of economics

Passing Year : 2020

GPA : 2.90 (out of 4)

**Higher Secondary Certificate (H.S.C)**

Institution : Dhaka Imperial Collage

Group : Humanities

Passing Year : 2014

GPA : 4.80 (out of 5.00)

Board : Dhaka.

**Secondary School Certificate (S.S.C)**

Institution : WhabAdarshoUcchoBiddaloy

Group : humanities

Passing Year : 2012

GPA : 3.44 (out of 5.00)

Board : Dhaka.

**Language:**

* English – Well versed in both written and spoken English.
* Bengali – Mother tongue.

**Computer Literacy:**

* Familiar with MS word, MS Excel, Computerized sales data, e-mail and Internet operations.

**Hobbies:**

* To take challenge, reading novels, listening music, cricket, football, traveling and would like to meet new people.

**Personal Profile:**

Father’s Name : M.M Shahjahan

Mother’s Name : Papiya Begum

Date of Birth : 1st January, 1996

Nationality : Bangladeshi

Religion : Islam

Marital Status : Single

Permanent Address : Vill: Char Sonakur, P.O : Gopalgonjsadar

P.S : Gopalgonjsadar, Dist. : Gopalgonj

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M.M Shahariar