

## MD. RIFAT HOSSAIN

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### **Career Objective:**

To reach greater heights of excellence by exploiting the opportunities to enhance further my knowledge and skills so as to contribute in the growth of the organization in a challenging and competitive atmosphere.

### **Career Summary:**

Experienced with a unique combination of National Sales & Business Development capability, managerial experience, business leadership, and Innovative professional with almost **18.5 years** of progressive Distribution and Retail management expertise in **Electronics, TELCO FMCG, IT, Electrical and E-Commerce** industry with demonstrated initiative, creativity and success in the arena of **B2C & B2B Sales segment**. Established track record through Research and implementation of Market Intelligence to expand Market share, Revenue and Team Environment to increase Growth & Success. I understand what it takes to manage a team, develop strong relationships with Wholesalers/Dealers/End Users, efficiently meet sales quota, and maintain a vibrant and ambitious attitude as a representative for my company.

**Specialties:** Sales in Retail Market, Large Corporate/SME, Channel Development, Distribution and Dealer Management.

#### **1. 15/06/2021 – Continuing**

##### **Alesha CARD Limited: National Sales Manager (A sister concern of ALESHA HOLDINGS LTD.)**

As a National Sales Manager my job responsibility is to contribute to our company's sales and partner acquisition objectives for B2C & B2B segment include supervising the nationwide sales team and building long-term client relationships. I have to use my creativity and thorough knowledge of sales processes to provide innovative ideas for business growth by effective Communication and team management aspiring to develop and maintain successful relationships with large, distributed customers.

##### **This position also involves:**

- ☐ Establish productive and professional relationships with key personnel in assigned customer accounts
- ☐ Negotiate and close agreements with large corporates
- ☐ Monitor and analyze performance metrics and suggest improvements
- ☐ Prepare monthly, quarterly and annual sales forecasts
- ☐ Perform research and identify new potential customers and new market opportunities
- ☐ Provide timely and effective solutions aligned with clients' needs
- ☐ Liaise with Marketing and Product Development departments to ensure brand consistency
- ☐ Stay up-to-date with new Value-Added Services and ensure sales team members are on board

#### **2. 03/09/2018 – 14/06/2021**

##### **Paradise Cables Limited: National Sales & Business Development Manager (Position – DGM)**

Responsible to Monitor & Supervision of Nationwide Showroom/Dealer/WS Sales & Operations and Business Development.

This role involves with Developing and implementing effective **sales** strategies for increase of market share and profitability on sustainable basis in line with Annual Business Plan (ABP) and Leading nationwide **sales** team members to achieve **sales** targets and to establish productive and professional interactions with key personnel in assigned customer accounts.

As NSM, this position is also required of building and developing strong business relationships with new and existing channels. Developing and assessing the **national** marketing strategy to increase customer acquisition and retention. Evaluating information related to **sales**, promotions, competition and market research for managing budgets and new implementations.

### 3. 02/03/2014 – 30/08/2018

#### **ADN Telecom Ltd.: DGM – Retail Business & Franchise Operations**

Was the project Head of "Go Broadband" WiMAX Business as 'Coordinated Service Participants' offered by ADN Telecom in collaboration with Grameenphone Ltd.

Initiated and implemented for nationwide Franchise operations deployment for Internet business in Retail market as FTTH (Fiber to the Home) modality through appointing and engaging local ISP Entrepreneurs.

### 4. 02/10/2011 – 27/02/2014

#### **Banglalion Communications Ltd.: National Business Manager (Position – DGM)**

As a National Business Manager my role of was to implement / control the company's national sales strategy and work to with regional sales managers to ensure the sales force achieves set revenue and expense targets. The position was primarily managerial, required a sound sales background and often involved extensive travel to ensure the successful performance and profit generation of the company by monitoring and reporting on the performance of dealers and distribution channels in line working with other relevant managers to develop national sales strategy.

### 5. 01/04/2009 – 27/09/2011

#### **Square Toiletries Limited: Zonal Sales Manager – Distribution & Institutional Sales**

Being the Zonal Sales Manager of Dhaka North part, I was responsible for the sale of a business' products and services in that particular area to ensure profitable growth in sales, revenue through planning, execution and management of a supportive team. Besides developing and maintaining an efficient distribution network to ensure the comprehensive availability of company's products and services across the region to achieve or exceed the sales targets, I was also assigned to monitor and look after the Modern Trade Business including Hotels and Hospitals for building & managing the team, zone wise to manage key accounts. Developed and monitored sales objectives on monthly/ quarterly and annual basis for the team. Explored business potential, opportunities & clientele to secure profitable business volumes and designing & implementing marketing plans for augmenting the business volume by enhancing brand visibility, engagement & Recall.

### 6. 01/02/2006 – 25/03/2009

#### **Citycell: Area Manager – Sales & Distribution**

Worked as an area sales manager, I was responsible for overseeing the sales operation of Dhaka Outer Region (Cumilla, B.Barua, Kishoreganj, Mymensingh, Gazipur and Savar) for maintaining and increasing sales of company's products and services through well Developed and managed efficient distribution networks and establishing and expanding the customer base.

### 7. 02/02/2003 – 28/01/2006

#### **LG Electronics Inc. /Dhaka Office Bangladesh: Sales Specialist (Consumer Electronics & Home Appliances Department)**

Managed sales and marketing efforts concurrently for LG Electronics Inc. — the one of the largest Electronics companies in the world in Consumer Electronics and Home Appliances sector. Developed and implemented business development, sales, marketing, and PR strategies with the Channel Partner **Butterfly Marketing Ltd.** to acquire new customer base and sustain the continuous business growth.

- ☐ Formulated Strategy and executed operational plan to achieve sales targets and expand customer base along with dealer development.
- ☐ Established sales objectives by forecasting and developing annual sales quotas for National and projecting expected sales volumes and profit for existing and new products.
- ☐ Formulated and implemented distribution strategy for Butterfly MKT Ltd. (coverage, commission model, trade offers etc.)
- ☐ Determined annual unit and gross-profit plans by implementing strategies, analyzing trends and results.
- ☐ Led diversified team and engage in constant enhancement of capability development of the team.

### **Additional Job Experience:**

**15/01/2002 – 31/12/2002**

**Standard Chartered Bank:  
Officer (Contractual)**

Had experience to work as a contractual officer in the Consumer Banking department to form part of a team responsible within the local branch network to promote, sell and maintain relationships with new and existing banking and investment customers. As a Retail banker had to act in a customer service role, advising on and assisting with services such as setting up savings accounts, authorizing loans and moving money.

**01/09/2000 – 31/01/2001**

**BOC Bangladesh Limited: Internship**

Did Internship for completing the Graduation program (BBA) at BOC Bangladesh Limited which is a subsidiary company of The Linde Group, the world's leading gases and engineering company. The company manufactures and supplies industrial & medical gases, as well as welding & medical equipment. My focal point was to work in the arena of company's Sales & Distribution Mgmt. process of their wide range of products and services (all kinds of Medical and Industrial gases and equipment and Accessories) to serve in the Retail Market.

### **Academic Qualification:**

Exam Title	Concentration/Major	Institute	Education Board	Result	Pass Year	Duration
MBA	Marketing	North South University	Dhaka	CGPA:3.21 out of 4.0	2003	02 Years
BBA	Marketing	North South University	Dhaka	CGPA:2.82 out of 4.0	2001	04 Years
HSC	Science	Notre Dame College	Dhaka	Second Division	1995	-
SSC	Science	Dawood Public School	Jessore	First Division	1993	-

### **Key Skills:**

- Strong selling and communication skills
- Excellent presentation skills
- Strong leadership skills
- Commitment to achieving the sales targets
- Creative
- Problem solver especially in crisis situations
- Good managerial skills
- Team Player

## **Employment History:**

**Total Year of Experience: 18.5 Year(s)**

### **1. National Sales Manager (June 15, 2021 – Continuing)**

#### **Alesha CARD Limited**

Company Location: Dhaka

Department: Alesha Card Division

#### **Duties/Responsibilities:**

- Core responsible to look after Nationwide two major channels: B2B & B2C (Customer Acquisition & Merchant/Partner Acquisition and Retention).
- Identify business opportunities by analyzing prospects and evaluating sustainable position the industry is researching and analyzing sales options.
- Nationwide wise sales planning, exploring new markets & uncovered areas and maintain existing partners for continuing successful business operation.
- Responsible for sales forecasting, undertake promotional programs, develop new process for new projects and re-engineering existing process for smoother operations.
- Formulate policy and procedures for smooth operations and expansion of business.
- Schedule and closely monitored all operations activities of Cards Division for accuracy and consistency in respective fields.
- Explore new avenues for expansion of business through strategic alliance.
- Support brand and marcom team to design and execute campaigns as and when necessary to achieve set targets by the management.
- Improve Card onboarding, distribution process, manage card fees and other transactional features.
- Support overall process of operation management and corporate decision-making to ensure the organization maximize its profitability.

### **2. National Sales & Business Development Manager – DGM (September 03, 2018 – June 14, 2021)**

#### **Paradise Cables Limited**

Company Location: Dhaka

Department: Sales & Marketing

#### **Duties/Responsibilities:**

- To Monitor & Supervision of Nationwide Showroom/Dealer/WS Sales & Operations and Business Development.
- To direct the Sales team and establish sales targets SKU wise as per ABP, help them in breaking the same geographically, monthly, weekly & daily targets.
- To motivate & direct Sales team to establish coverage, distribution and display objectives to meet sales targets.
- To plan and implement local sales promotion in consultation with marketing.
- To analyze stock movement/availability
- To help business head in developing long term pricing strategy to maximize variable margin through product/ territory/ product mix decisions.
- To establish productive and professional relationships with key personnel in assigned customer accounts
- To negotiate and close agreements with large customers
- To monitor and analyze performance metrics and suggest improvements
- To have a clear focus on new channels like Institutions and Dealer to build Distribution, Visibility and volumes.
- To work out a training calendar for all players in the Sales Organization and implement the same.
- To perform research and identify new potential customers and new market opportunities
- To provide timely and effective solutions aligned with clients' needs

### **3. DGM – Retail Business and Franchise Operations (March 2, 2014 – August 30, 2018)**

#### **ADN Telecom Ltd.**

Company Location: Dhaka

Department: Domestic Business

#### **Duties/Responsibilities:**

Headed the Retail Business of "Go Broadband" WiMAX Project as Coordinated Service Participants offered by ADN Telecom in collaboration with Grameenphone Ltd.

- Led and managed the Nationwide Retail business of the company with the scope to cover WiMAX Market in mass level, associating with the largest mobile operator GP from passive to active customers and for existing and future technologies such as 4G.
- Developed WiMAX business strategy in line with the overall company strategy, policies, operational procedures and process for adoption by the relevant industry and stakeholders i.e.; GP and so on.
- Developed WiMAX long term and short-term Retail business plan in line with the company overall business plan and drive the realization of its Key Performance Indicators (KPIs) in line with the business plan under both as 4G Internet seeker and user.
- Drove and delivered the new business revenue targets from acquisition of Go Broadband WiMAX Project.
- Worked flow design, analysis; which included understanding the business process from end to end, across entire business of Go Broadband.
- Ensured proper tracking of sharing request with GP for Database development & Management, Execute operational plan, Make sure availability of proposed drawing with all requirements on time for the partnership to be required with GP, Process development and streamlining, ensuring smooth Roll Out of Customer, SLA Development and follow up for Internal & External stakeholders, Business Interface with GP on Go Broadband WiMAX Project.
- Correspondence with WiMAX service seekers interfaces to ensure all required information for initial technical and VAS feasibility analysis.
- Developed new and streamlining existing process for smooth operation of the WiMAX business in Retail level.
- Educated the dealers and retailers and assure response from them according to service level expectation of customers.
- Process drafting and periodical follow up for modification as per market dynamics and WiMAX business trend.
- Arranging the SLA Negotiation between Internal & external Stakeholders with ADN Channel Partners and GP and Periodic follow up for SLA modification.
- Created of clear demarcation on several entities such as: location of particular ADN own Dealers, retailers and so on.
- Develop Retail business operational procedures and process of Go Broadband WiMAX Project.
- Maintained internal and external stakes by finalizing customer request feedbacks to the Management.
- Developed WiMAX business plan align with GP

#### **FRANCHISEE RESPONSIBILITIES:**

- Set Plan for franchisee roll-out and expansion.
- Set up professional franchise division creating a business plan and proposition of the brand.
- Negotiated terms and conditions of each franchise agreement.
- Developed business plans with potential partners.
- Maximized sales and expansion opportunities, and ensuring that standards are met as well delivering sales / profit targets.
- Evaluated franchisee ROI on month-on-month basis and raise flags as and when necessary
- Updated franchise contracts in existence.
- Managed a team of internal franchise operations personnel.
- Integrated with marketing for alternate channels of revenue for generating franchisee leads through Newspaper – advertisements, digital media etc.
- Produced the legal framework and draft documentation for international franchising including the Franchise Agreement and Operating Principles.
- Identified and research potential markets and advise Higher Mgmt. /Board of new opportunities.
- Set merchandising and pricing strategies in line with local marketplace.
- Ensured protection of the brand through compliance with the legal agreement and trading terms and conditions.

#### **4. National Business Manager - DGM ( October 2, 2011 - February 27, 2014)**

##### **Banglalion Communications Ltd.**

Company Location: Dhaka

Department: Dealer & Distribution

##### **Duties/Responsibilities:**

- Led the National Sales team of Dealer & Distribution
- Monitored the Retail Market and create an enabling environment for the team to achieve the business objectives.
- Developed the distribution and retail channel development strategy for consumer segment and execute the same by guiding the team with an objective of achieving benchmark in distribution service quality
- Developed and executed the business segment strategy to achieve the revenue target.
- Define the Cluster Market annual OPEX budget and ensure effective utilization of the resources to achieve the business objectives set in the business plan
- Developed the customer service road map and assist the team in executing the required customer service points to ensure quality customer service and reduce churn rate.
- Led the recruitment of business partners along with the team to ensure competent partners are driving the business for consumer segments.
- Developed a superior trade marketing strategy & ensure robust executions by the team to achieve the revenue target as Trade marketing activities are the key tools in influencing the trading & consumer environment at point-of-purchase.
- Developed functional & professional capabilities of regional team through planning and executing different engagement program such as sales force briefing session & competition, quarterly business review of distributors to develop professionalism to achieve business objectives
- Guided the Management Team for taking strategic decisions in order to cope with the changing business environment in consumer segments.
- Ensured computation & disbursement of all type of commission e.g. retail & distributors' commission and recommend changes in commission strategy and process in line with industry dynamics
- Explored new revenue opportunities in consumer segments in concerned Regional Market
- Developed and executed the Cluster Market external stakeholders strategy to ensure robust support from key stakeholders
- Played a lead role in proposing the strategic initiatives as part of the company's business plan during the annual business plan (BP) exercise

#### **5. Zonal Sales Manager – Distribution and Modern Trade Mgmt. (April 1, 2009 – Sep. 27, 2011)**

##### **Square Toiletries Limited**

Company Location: Dhaka

Department: Sales & Distribution

##### **Duties/Responsibilities:**

- To Develop Sales plans and budgets to achieve or exceed the annual sales objectives for the region. Monitor and control the sales budget to ensure optimum utilization of resources in the region
- To Generate sales of company products in the region through a team of salesmen in order to achieve or exceed the annual sales targets
- To Conduct regular market visits to check route coverage, competitor activity and continuously search for new opportunities in order to increase sales in the region
- To Provide distributors and customers in the region with information about new or improved products and services in order to improve sales in the region
- To Develop and maintain an efficient distribution network to ensure the comprehensive availability of company's products and services across the region to achieve or exceed the sales targets
- To Establish and ensure that all sales administration procedures relating to the region are properly implemented to support the sales teams in their efforts to accomplish the sales targets
- To Co-ordinate and follow up with the storehouse supervisor to ensure that adequate inventory stock of product is maintained for the Region in order to meet the sales delivery schedules and provide the distributors with superior levels of service and meet the needs of the customer
- To Liaise with the Marketing team to ensure that adequate marketing support by way of merchandising and promotions is available in the region in order to provide brand visibility and promote sales in the region
- To Develop the necessary Regional Sales Management organization structure and ensure the right caliber of staffing and appropriate training to meet all job requirements.

## **6. Area Manager (February 1, 2006 - March 25, 2009)**

### **Citycell (Pacific Bangladesh Telecom Ltd.)**

Company Location: Dhaka

Department: Sales & Distribution

#### **Duties/Responsibilities:**

- To Pursue & follow up sales target
- To Follow up the route plan and monitoring day to day activity.
- To Supervise on time reporting and administrative issues
- To Handle the concern territories in terms of sales, visibility of the POSM, product availability, cross territorial activity, price undercut etc.
- To Appoint new outlets through physical assessment.
- To Follow up activation (territory wise) align with the target
- To Increase the registered number of POS to ensure smooth sales
- To Identify the potential location and strategic business places to ensure brand promotion through signboard, billboard etc.
- To Ensure the proper allocation of the product to the partners across the whole territory assigned.
- To Ensure the presence of all sorts of POSM in the market & helping the Trade Marketing Department in all kind of activities like road shows, MELA etc.
- To Monitor the network status and giving feedback of the network condition to the management on regular basis.
- To Ensure the proper disbursement of commission to the channel partners
- To Counsel the distributors to find out their weaknesses & providing feedback to improve them.
- To do regular market visit and give feedback to Product and Service dept.
- To Develop the overall performance of the distributors to align with company's overall objectives & targets.
- To Provide feedback to management on the ongoing sales campaign along with recommendation for Distributor's performance (from S&D point of view).
- To Develop an effective distribution network

## **7. Sales Specialist – Consumer Electronics & Home Appliances (Feb. 2, 2003 - January 28, 2006)**

### **LG Electronics Inc./Dhaka Office Bangladesh**

Company Location: Dhaka Office

Department: International Business - Export, Sales

#### **Duties/Responsibilities:**

- To Build and expand customer base in the assigned channel of distribution- Butterfly Marketing Ltd.
- To Prospect, negotiate and close sales in established and new categories.
- To Identify and establish contacts with decision makers and leveraging existing networks.
- To Create and deliver presentations that communicate the companies' value proposition and category relevance to current and prospective customers.
- To Develop realistic and comprehensive sales forecasts and associated budgets.
- To Provide business solutions and feedback to management and R&D Team on customer wants and needs.
- To Manage the on-going relationships across functional areas with Channel Partner.
- To Coordinate and communicate with internal company departments, while adhering to established company policies, procedures and approval processes.
- To Track the POS (Showroom) sales and statistics on an ongoing basis to identify market trends.
- To Analyze and evaluate changing market conditions and assisting management in developing short-term and long-term sales strategies and business objectives.
- To Develop tactical and strategic growth plans that align retailer and corporate goals to drive mutual sales and profitable growth.
- To Work with direct Export (LG Electronics) and Import (Butterfly Marketing Ltd.) team for effective coordination of product shipment.

## Training Summary:

Training Title	Topic	Institute	Country	Location	Year	Duration
Sales Excellence through NLP	Making Use Of pacing as well as leading, opening anticipation loops as well as covert hypnosis are generally a variety of the sales techniques used to build responsiveness far above usual matching and also mirroring.	Sensei International (Facilitated by: Ranjan De Silva)	Bangladesh	Dhaka	2015	2 days
Sales & Salesmanship Excellence	Enhancing Sales skills and knowledge in broader spectrum.	IBA, University of Dhaka	Bangladesh	Dhaka	2015	02 Days
Operational Excellence: OPEX mobilization	As part of Company continuous business / operational improvement plan a 6 day workshop was done with the assistance from Business Brio (Regional Consultancy House from India).	Business Brio	Bangladesh	Dhaka	2015	06 days
High Performance Culture & Leadership role	Core focus was on evolved and executed strategies for maximizing organizational business growth and revenue, talent performance as well as support individual professionals to be successful at work and in their personal lives.	Sensei International Facilitated by: Mr. Madhusudan Dutta	Bangladesh	Dhaka	2014	02 days
Training of the Trainers (TOT) & Interview Skills	Proper selection of personnel, i.e., choosing the right person for the right job and - Human resources development through training intervention, helping them to learn in order to bridge the performance gap, if any, and make them more proficient.	Impra Consulting International, USA	Bangladesh	Dhaka	2009	02 days
Personal Effectiveness	Making use of all the personal resources at sales personnel disposal - talents, skills, energy and time to enable a person to achieve both work and life goals.	Maps 'n' Grow Consulting Pvt. Ltd	Bangladesh	Dhaka	2007	02 Days
Lean Six-Sigma Certification course on DMAIC	Lean Six Sigma is a proven methodology geared towards improving business performance, reducing costs, and increasing efficiency and productivity.	LG Electronics Inc. India Pvt. Ltd.	India	Delhi	2005	14 Days



### **Career and Application Information:**

Looking For : Mid/Top Level Job  
Available For : Full Time  
Present Salary : BDT 170,000 (Gross)  
Other Benefits : Full Time Car Facility, PF, Gratuity, 02 Festival Bonus, Medical Insurance  
Expected Salary : Negotiable  
Preferred Job Category : IT/Telecommunication, MFS, Retail / Corporate Sales, Distribution Channel  
Preferred Location : Dhaka

### **Specialization:**

#### **Fields of Specialization**

- Consumer Electronics & Home Appliances Sales & Distribution
- Consumer Durables - Sales & Distribution
- Telecommunication Products & Services
- Retail Sales
- Channel Development
- Distribution/Supply Chain Management
- SME / Corporate Segment

### **Language Proficiency:**

Language	Reading	Writing	Speaking
English	Standard	Standard	Standard
Bengali	High	High	High

### **Personal Details :**

Father's Name : Md. Monowar Hossain  
Mother's Name : Arjumand Banu  
Date of Birth : February 17, 1979  
Gender : Male  
Marital Status : Married  
Nationality : Bangladeshi  
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