

# Bayazid Alam Siddiqui

Sales & Distribution Professional



**Address** 41,North Goran.Dhaka, 13, 1219

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Experienced Distribution Sales Management professional with a demonstrated history of working in the consumer goods industry for 6+ years. Skilled in distribution management, sales operation, trade marketing, RTM with a BBA degree focused in Marketing.

## Work History

2021-08 –

### **Area Sales Manager**

Current

#### **MGH Group(Proctor & Gamble Business Unit), Rajshahi**

- Plan, Implement and Expansion coverage strategies through distributor, alternative route to market and new channels.
- Managing distributor with proper investment, stock, infrastructure and ROI management.
- Plan and achieve both secondary and Primary sales target by following up category, brand and channel wise growth performance.
- Ensuring product quality & customer service by reducing section drop, market return and product expiry.
- Winning with team by performance and on the job training culture within team also increasing team's productivity by engagement activities.

2018-03 -

### **Senior Territory Manager**

2021-07

#### **Marico Bangladesh Limited, Pabna, Rajshahi**

- Driving both primary &secondary along with company's growth vision.
- Ensuring profitability of business partner alongside ensuring company's business.
- Adherence to RTM and alternative RTM model of the business.
- Successful & proper execution and implementation of Trade activities.
- Channel growth for priority categories and in priority channels.
- DFF's capability development through on the job training and training programs.
- Successfully executed Marico Priority Store with above 95% successful outlet.
- Completed total 15 NPLP's in total tenure of 3.6 years.
- Initiated a trade-marketing program of Non Hair Oil segment in Bogra Outer HQ.

- Successfully launched SnD plan in MBL Pabna which consists 13% incremental Outlet over current base for major growth driver in FY 2021-2022.
- Launched Split Calling in Ullahpara and Shirajganj town along with other RTM Implementation.
- Regionally 2nd Highest 16.56% YTD growth achiever in MBL from Bogra Outer in West Region in 2018-2019

2017-07 -  
2018-02

## **Territory Sales Officer**

### **Reckitt Benckiser Bangladesh Limited, Coxsbazar, Chittagong**

- Nationally H-2 champion in 2017 with nationally ever-highest 31% YTD growth for Reckitt Benckiser Bangladesh Limited.
- Nationally top performer for consecutive 5 month in 2017-2018 for Reckitt Benckiser Bangladesh Limited.
- Successful changeover of DB in 1 town and bring back to growth journey by 1 month.
- Implementation and proper utilization of alternative channel **NGO & International Organizations** in Coxbazar Territory.

2015-10 -  
2016-08

## **Territory Officer**

### **Dhaka Tobacco Industries, Norsinghdi, Dhaka**

- Working as a Territory Officer at Dhaka Tobacco Industries under Akij Corporation Limited.
- Responsible for sales, distribution and trade marketing activities of assigned Territory.
- Looked after total of 83 DFF's.
- Awarded by Japan Tobacco International for Nationally highest achievement in April 2016.

2014-05 -  
2014-08

## **Intern**

### **Grameenphone Limited, Dhaka, Dhaka**

## **Education**

2009-05 -  
2015-04

### **BBA: Marketing**

East West University – Dhaka

2006-09 -  
2008-09

### **HSC: Business Studies**

Rifles Public School & Collage - Dhaka

2000-01 -  
2006-09

### **SSC: Business Studies**

Ideal School & Collage – Dhaka

## **Personal Information**

- Father: Badrul Alam Siddiqui
- Mother: Rawshan Ara Begum
- Date of Birth: 16th, December 1991.

- Marital Status: Married
- Nationality: Bangladeshi

## • Skills

Analytical problem solver	<div></div> Excellent
Business development and planning	<div></div> Excellent
Efficient New product Development Process	<div></div> Excellent
Self Motivated	<div></div> Excellent
Flexibility according to situation	<div></div> Excellent
Quality to lead and foresee	<div></div> Excellent
Proficient in MS Office	<div></div>

## Languages

Bengali	<div></div> Excellent
English	<div></div> Excellent

## Certifications

2018-11	TDOM Training-Marico Bangladesh Limited
2019-11	Analytical Based Decision Making-EnParadigm

## Reference

### **Muhammad Mustafizur Rahman**

National Sales Manager  
Reckitt Benckiser Bangladesh Limited  
Gulshan-1, Dhaka.  
Phone: 01777759002

### **S.M. Reza E Rabby**

Senior Manager,RTM  
JTI,Bangladesh.  
Phone: 01755543959