

## MUHAMMAD RAKIBUL HASAN

Address: Muhammad Rakibul Hasan, S/O: Muhammad Abdul Hannan, Orpi, 23, Road no: 1, Mehedibag  
 Housing, Adabor, Dhaka  
 Primary Mobile No: 01819807232  
 Secondary Mobile No :01685674584  
 Primary Email : shuvo.rakib.cu@gmail.com



### **Career Objective:**

Would like to make a career in sales and marketing preferably in a professionally managed company.

### **Career Summary:**

Sales Manager - ShopUP (March 15,2022 - Continued)  
 Regional Sales Manager - Kazi Food Industries Limited ( September, 2017 - March 11, 2021)  
 Regional Marketing Incharge - Abul Khair Tobacco Company Limited ( April, 2014 - September, 2017)  
 Territory Officer - Akij Corporation Limited ( March, 2007 - April, 2014)

### **Special Qualification:**

Hockey Player

### **Employment History:**

**Total Year of Experience :** 16.9 yrs

#### **1. Sales Manager (1.5 yrs)**

**(March, 2021 - Continuing)**

##### **ShopUp**

Level: 4, SKS Tower, Mohakhali, Dhaka

##### **Area of Expertise**

B2B Sales (0.5 yr), E-Commerce products (0.5 yr), Feed Industries (0.5 yr)

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

i. Responsible for mokam lifestyle & agro entire sales channel of Bangladesh.BRii. Achieving monthly & quarterly Sales targets.BRiii. Traveling throughout different sales territories to train and guide Supervisors and SRs and drive sales.BRiv. Motivating the Supervisor and SR and creating an atmosphere of healthy competition among the subordinates.BRv. Evaluating sales strategies of Supervisor and SRs and innovating new sales strategies where necessary.BRvi. Launching new cluster operations.BRvii. Recruiting and training new sales staff, assigning specific tasks to other sales staff, and monitoring the team`s sales performance.BRviii. Maintaining a partnership with the target number of Suppliers and Retailers in the assigned Zone.BRMaintaining positive customer relations.BRix. Providing sales staff with constructive feedback and assisting staff to solve customers` problems.BRDriving ZSM/ZSO, Supervisors performance and SR performance.BRx. New category launching.

#### **2. Regional Sales Manager (3.5 yrs)**

**(September, 2017 - March, 2021)**

##### **Kazi Food Industries Limited**

Dhanmondi, Dhaka

##### **Area of Expertise**

Dealer Management (1.2 yrs), Distribution Sales (1.2 yrs), FMCG Sales & Marketing (1.2 yrs)

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

i. Act as the depot in-charge and be responsible for sales operations in assigned region.  
 ii. Supervise\Manage all depot operations to ensure depot activities are synchronized with sales demand.  
 iii. Achieve monthly, weekly and daily sales target (measured in value and volume) in the assigned region.  
 iv. Regular visit to all distributor premises and markets, including all high volume outlets.  
 v. Identify and explore new business opportunities in restaurants, cafe, hotels, education institutes, parks canteens, clubs, community centers and other potential sales generating premises.  
 vi. Maintaining good relationship with distributors, field forces and key outlets.  
 vii. Enforce strict adherence to product cold chain regulations to maintain product quality (fridge conditions, correct temperatures during storage and delivery).  
 viii. Submitting updated report (daily/weekly/monthly) to sales administration and ERP.

#### **3. Regional Marketing Incharge (3.4 yrs)**

**(April, 2014 - September, 2017)**

##### **Abul Khair Tobacco Company Limited**

DT Road, Pahartoli, Chittagong

**Area of Expertise**

Management (1.7 yrs), Sales & Marketing (1.7 yrs)

**Duties/Responsibilities**

- i. Lead the Division Team in implementing Area Distribution & Trade Marketing program.
- ii. Translate National & Wing Plans & Strategies at Division level to deliver brand, volume, value and profit objectives
- iii. Follow-up effective execution of campaign plans and special project initiatives at Division level
- iv. Drive on-the-job coaching for development of human resources, i.e. TSE/TSO/TSI, and Distributor Field Forces.
- v. Smooth implementation of business cycle activities and project based plan that includes Campaign, Consumer engagement, Trade engagement, merchandising activities in order to achieve brand specific targets.
- vi. Analyze research information (periodical and ad-hoc) and propose action based plan on the finding to strengthen distribution health parameters and AKTCL market share. Budgetary control in a way to optimize available resources in line with budget.
- vii. Ensure all the contractual activities (merchandising agency, activation agency) are done as per plan and provide suggestion to the concerned to improve their service quality.
- viii. Regularly ensuring that Marketing Top Team is fully informed on brand specific challenges, activities and projects with right reporting and feedback.

**4. Territory Officer (7.1 yrs)**

(March, 2007 - April, 2014)

**Akij Corporation Ltd.**

73 Dilkusha C/A, Dhaka - 1000.

**Area of Expertise**

Marketing (3.5 yrs), Sales (3.5 yrs)

**Duties/Responsibilities**

- i. Monitor daily sales activities by supervising a large sales ii. Monitor sales administration.
- iii. Build-up excellent trade relations with different business partners.
- iv. Implement corporate planning & policies in the field level.
- v. Follow up depot/distributors logistics.
- vi. Meet sales targets and prepare sales forecast.
- vii. Supervise daily sales activities of large sales units at field level.
- viii. Maintain administrative activities & ability to drive Motorcycle.
- ix. Develop excellent trade relations with different traders & customers.
- x. Implement the organizational policies & strategies to compete with competitors.
- xi. Ability to make sales forecasts, sales analysis & most importantly have the desire to meet organizational sales goals.
- xii. Secure business opportunities to achieve assigned territory's financial results through selling our products. Monitor directly the progress of the sales target achievement of the area and responsible for sales achievement.

**5. Field Investigator, Data Entry Operator, Research Assistant (0.5 yr)**

(June, 2006 - December, 2006)

**Transparency International Bangladesh (TIB)**

Progress Tower, Road no. 1, Gulshan - 1, Dhaka.

**Area of Expertise**

Advocacy (0.2 yr), Data Entry (0.2 yr), Research (0.2 yr)

**Duties/Responsibilities**

Data collection, editing, coding, data entry, data cleaning

**6. Data Entry Officer (0.4 yr)**

(January, 2005 - June, 2005)

**Chittagong University Library**

Chittagong University

**Area of Expertise**

Database Administrator (DBA) (0.4 yr)

**Duties/Responsibilities**

Data Entry

**Academic Qualification:**

Exam Title	Concentration/Major	Institute	Result	Pas.Year	Duration
Master of Social Science (MSS)	Public Administration	University of Chittagong	CGPA:3.33 out of 4	2006	1 year
Bachelor of Social Science (BSS)	Public Administration	University of Chittagong	CGPA:3.24 out of 4	2004	4 year
HSC	Science	Chittagong University College	Second Division, Marks :50%	1998	2 Year
SSC	Science	Chittagong University School	First Division, Marks :65%	1996	10 year

**Training Summary:**

Training Title	Topic	Institute	Country	Location	Year	Duration
Short Course On LinkedIn Marketing Tips	LinkedIn Overview	Learning Bangladesh	Bangladesh	Dhaka	2020	1 Day
Long Course On Marketing Tools & Techniques	Market Trend Analysis	Learning Bangladesh	Bangladesh	Dhaka	2020	1 Days
Digital Security Essentials	Digital Security Essentials	Muktopath	Bangladesh	Dhaka	2020	1 Day
Digital Marketing: Campaign Planning	Digital Marketing: Campaign Planning	Muktopath	Bangladesh	Dhaka	2020	1 Day
Sales: Closing Strategies	Sales: Closing Strategies	LinkedIn Learning	Bangladesh	Dhaka	2020	1 Day
Sales coaching for High Performance	Sales coaching for High Performance	Kazi Food Industries Limited	Bangladesh	Dhaka	2018	1 Day
Role of a Supervisor	Role of a Supervisor	Abul Khair Tobacco Company Limited	Bangladesh	Natore	2016	1 Day
Effective Consumer Contact	Effective Consumer Contact	Abul Khair Tobacco Company Limited	Bangladesh	Dhaka	2015	1 Day
Brand Promotion and Effective Consumer Contact	Brand Promotion and Effective Consumer Contact	Dhaka Tobacco Industries	Bangladesh	Chittagong	2013	1 Day
Merchandising Techniques	Merchandising Techniques	Akij Corporation Limited	Bangladesh	Chittagong	2013	1 Day
Retail Service Technique	Retail Service Technique	Akij Corporation Limited	Bangladesh	Chittagong	2013	1 Day
Merchandising Techniques	Merchandising	Akij Corporation Limited	Bangladesh	Chittagong	2010	1 Day
Human Resource Management	Human Resource Management	Small & Cottage Industries Training Institute	Bangladesh	Road 13/A, Sector 6, Uttora, Dhaka.	2007	12 days

#### Professional Qualification:

Certification	Institute	Location	From	To
Got Grade-A in the course Higher Diploma In Computer Science	National Youth Development Academy	Central Plaza, GEC, Chittagong.	January 1, 2000	June 30, 2001

#### Career and Application Information:

Looking For	: Top Level Job
Available For	: Full Time
Expected Salary	: Tk. 120000
Preferred Job Category	: General Management/Admin, Marketing/Sales
Preferred District	: Anywhere in Bangladesh.
Preferred Organization Types	: Manufacturing (FMCG), Electronic Equipment/Home Appliances, Tobacco

#### Specialization:

Fields of Specialization	Description
<ul style="list-style-type: none"> <li>• FMCG Sales &amp; Marketing</li> <li>• Business Development</li> <li>• Dealer Management</li> <li>• Sales &amp; Marketing</li> <li>• Brand Promotion</li> <li>• Distribution Sales</li> <li>• Market Research</li> </ul>	Sales, Marketing, Distribution, Management, Research, Have driving licence and own motorcycle

#### Extra Curricular Activities:

Member of Chittagong University, Chittagong District & Chittagong Mohamedan Sporting Club Hockey Team.  
 Emerged Champion (2 times), runner-up (1 time) in Intervarsity Hockey Competition and runner-up (2 times) in University Games.  
 Held the position of vice captaincy of Chittagong University Hockey Team in 2005 & captaincy of Ahmmod Sriti Songshod.  
 Assistant Finance Secretary of Chittagong Hockey Players's Association.  
 Organizing Secretary of Aniruddhu Sangskritic Songho, Chittagong University Campus.

#### Language Proficiency:

Language	Reading	Writing	Speaking
Bangla	High	High	High
English	High	Medium	Medium

#### Personal Details :

Father's Name : Muhammad Abdul Hannan  
Mother's Name : Mrs. Rasheda Hannan  
Date of Birth : January 1, 1981  
Gender : Male  
Height (Meter) :  
Weight (Kg) :  
Marital Status : Married  
Nationality : Bangladeshis  
National Id No. : 2382316657  
Religion : Islam  
Permanent Address : Muhammad Rakibul Hasan, S/O: Muhammad Abdul Hannan, Orpi, 23, Road no: 1, Mehedibag Housing, Adabor, Dhaka  
Current Location : Dhaka

**Reference (s):**

**Reference: 01**

Name : Dr. Md. Abdul Hay  
Organization : East West University  
Designation : Ex Dean, Faculty of Economics & Business Admin.  
Address : 43-46 Mohakhali C/A, Dhaka-1212, Bangladesh.  
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Relation : Relative

**Reference: 02**

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Professional