**Ashraful Alam**

330, Civic R Islam Tower,

Maynargbag, Hossain Market, Uttar Badda, Dhaka

Bangladesh, Contact: +8801688304545

E-mail: ashraf.ibaju@gmail.com

**Career Objectives**

Obtaining mid-level position in a reputed organization which will give access to utilize my experiences for making positive changes as an individual and as a business leader

**Employment Experience**

**Product Manager,** PRAN Foods Ltd at PRAN Group

Duration: Feb’2016 to continuing

Job Location: PRAN Center, 105, Middle Badda, Dhaka

**Major Responsibilities:**

* Preparing appropriate sales plan & strategy of the assigned products
* Trade program: Chalk out, supervision, monitoring and evaluation
* Prepare product's promotional strategy and activities with the brand team.
* Develop and implement new sales initiatives, strategies and programs to capture markets.
* Convey daily basis sales data/info to field forces about products, scheme and other competitive offer.
* Coordinate distribution team to ensure availability of product in all depots.
* Preparing Monthly/Quarterly/Yearly sales target and short/long term sales plan
* Assess the strengths and weaknesses of the sales team and take approval of various sales incentive programs for distributor and field forces accordingly
* Manage, develop, coach and motivate the sales forces to develop their skills and productivity.
* Representing category wise growth of assigned products in COO/MD/CEO’s meeting.
* Analyzing data, measuring scope and potentiality of current and future business
* Visit markets for making corrective steps of comparative business situation

**Key Achievement:**

**Establishment of a sales channel, YoY 21% growth of assigned item,**

**Multi Task: Sales Channel Development, Sales Analysis, Sales operation management**

**Asst. Product Manager at PRAN Foods Ltd**, PRAN Group

Duration: Jan’2014 to Jan’2016

Job Location: PRAN Center, 105, Middle Badda, Dhaka

Responsibilities: Same as Product Manager

**Educational Details**

**Master of Business Administration (MBA)**

Institution : IBA, Jahangirnagar University (IBA-JU)

Minor : Marketing

Major : Fin & Ban

CGPA : 3.25 (out of 4)

Year : 2012

**Bachelor of Business Administration (BBA)**

Institution : Asian University of Bangladesh (AUB)

Major : Finance

CGPA : 3.61

Year : 2010

**Higher Secondary Certificate (HSC)**

Institution : Uttara Town College, Dhaka

Group : Science

GPA : 3.90 (out of 5)

Year : 2005

Board : Dhaka

**Secondary school Certificate (SSC)**

Institution : Ludhua High School & College, Chandpur

Group : Science

GPA : 3.38

Year : 2003

Board : Comilla

**Computer Literacy**

* Advanced analytics on MS Excel, PowerPoint and Oracle Business Software

**Extracurricular Activities**

* Organizing member of first graduation party program’ 2012 at IBA-JU
* Organizing member of BBA RAG Program’ 2009 at AUB
* Working as an Executive Member of Ludhua High School Ex-student Association (LESA)

**Research Activities**

* MBA Thesis Paper: Corporate Social Responsibility: An empirical study on selected private commercial banks of Bangladesh.
* Financial plan for a new brand of Honey named “Florea pure Honey”

**Biography**

Father’s name : Mohammad Saheb Ali

Mother’s Name : Hosneara Begum

Date of Birth : May 1, 1988

Nationality : Bangladeshi

Home District : Chandpur

Religion : Muslim (Sunni)

Marital Status : Married

Sex : Male

Height : 5' 6"

Permanent Address : Village & P.O- Ludhua, P.S- Matlab Uttor, District- Chandpur, Bangladesh.

**References**

**Md. Ali Hasan Alam Prof. Dr. Mohammad Baktiar Rana**

General Manager, Marketing & Sales IBA, Jahangirnagar University (IBA-JU)

PRAN Foods Ltd, PRAN-RFL Group Savar, Dhaka-1342, Bangladesh

Contact No. +88 01912257021 Contact: +88 01726427768

E-mail: mktg44@prangroup.com E-mail: ranabaktiar@yahoo.com