

# MD. Mostafijur Rahman

# 57/A, East Hajipara, Dhaka-1219

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# [mohammad.khan48@yahoo.com](mailto:mohammad.khan48@yahoo.com)

**Career Objective**

Determined to work for an organization where responsibility and commitment are required, where dignity of works provides job satisfaction and place of work provides potential avenues for learning, growing & developing to achieve the level of hierarchy

**CORE COMPETENCIES \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_**

* **Sales/Operation Management**
* **Distribution/Dealer/Retails Management**
* **Channel Management**
* **Training/Recruiting/Team building**
* **Key accounts management**
* **Strategic Planning**
* **People management.**

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| **PROFESSIONAL EXPERIENCE** |

* More than 10 years of experience in leading MNC and renowned Local organization.

Presently associated with **Akash DTH (Beximco Communication) as Area Manager, at Mirpur Area, Dhaka.**

* Previously associated with **Rahimafrooz Renewable Energy Ltd**, **Robi Axiata BD Ltd, Airtel Bangladesh Ltd, Banglalion Communication Ltd.**
* Successfully managed business operations as well as achieved year on year growth in business and revenue targets across assignments.
* An enterprising leader with proven dexterity in leading and directing personnel toward accomplishment of corporate goal.
* Expert in setting up new channels & energizing low performing channels of strategic importance to organization.
* Highly organized, committed and decisive leader with exceptional communication and interpersonal skills.

**EMPLOYMENT SCAN\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**BEXIMCO Communication Ltd, Akash DTH 1st Nov 2020 – Till Now**

**Area Manager – Mirpur Area.**

* Managing 6 assigned Distributor and 835 Retailer in Mirpur Area**.**
* Managing A team over **40** people and **04** TSO. Develop competencies and processes required creating an effective and efficient sales organization.
* Ensure availability and visibility of product in retail. Design & implement effective and balanced retail channel mapping.
* Strengthen and convey effective trade relationship to accelerate Retail channel development.
* Ensuring Tertiary Sale.
* Increase numerical distribution reach & ensure growth in market share.
* Redesign the DTH business in Mirpur Area.

**Achievement:**

* Looking after new challenging business and potential market of Akash DTH,Mirpur Area.
* Sales Volume increased 15 % in last 5 months.

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**Rahimafrooz Renewable Energy Limited 15th Jan 2018 – 31st Oct 2020**

**Area Sales Head – Chittagong Division.**

* Managing 57 assigned Dealers and 1735 retailers in Chittagong **Division.**
* Managing A team over **32** people and **07** TSO. Develop competencies and processes required creating an effective and efficient sales organization.
* Ensure availability and visibility of product in retail. Design & implement effective and balanced retailer channel mapping.
* Strengthen and convey effective trade relationship to accelerate Retailer channel development.
* Convert traders and competitor’s channel partner into Rahimafrooz folder.
* Increase numerical distribution reach & ensure growth in market share.
* Redesign the solar business in Chittagong Region.

**Achievement:**

* Looking after challenging and potential market of RA solar business operations; Chittagong Division.
* Sales Value increased **25% (16.7 Mil)** to target Region Chittagong; compare to FY 17-18.
* Successfully handled 2 different Sales (Distribution and Uddokta) channel at a time.
* Decreased OPEX to 8 % to 4.57 % through project DX.
* Converted low volume area into high volume area, through project Q-leap.

**ROBI AXIATA BD LTD**

**Sales manager: Moulvibazar District From 17th November 2016 to 14th January 2018**

**Responsibilities**

* Activity monitored of 2 distributors (a team of **45** People) within the assigned territory
* Created channel footprint across the territory from **800** to 105**0** over a fiscal year at **Moulovibazar Area**
* Managed systems and compliance of distributors and retailers
* Increased Revenue by **32% (**from **58 lac** to 77 lac**)** year **2017 – 2018**
* Analyzed and solved territory operational issues
* Ensured proper customer service from distributors and assigned service desks
* Looked after territory trade marketing activity and Sim sales**,** with a team of **15 BP.**
* Managed Inventory at Distribution point

**Achievement**

* Regional lead for Data POS and Sim POS increase.
* Best Sales manager of the Region in Q3 and Q4 2018 and Nationally 3rd & 6th.
* Recognized as Data Badsha for 25 % data sales growth in respective area.
* Appointed 2 New distributor, to increase market coverage.

**Airtel Bangladeshn LTD. From 1st April 2014 to 16th November 2016**

**Territory manager: Sylhet District**

* Activity monitored of distributors (a team of **36** People) within the assigned territory
* Created channel footprint across the territory from **1500** to **2100** over a fiscal year at **Sylhet Territory**
* Managed systems and compliance of distributors and retailers
* Increased Revenue by **45% (**from **80 lac** to **1.2 crore)** **(2015 – 2016)**
* Analyzed and solved territory operational issues
* Ensured proper customer service from distributors and assigned service desks
* Roll out 20 Service Point
* Looked after territory trade marketing activity(with a team of **5 Trade marketing Executive**)
* Managed Inventory at Distribution point

**Banglalion Communications LTD From 18th April 2011 to 31st March 2014**

**Executive – Strategic Sales**

* **In charge IDB &Mirpur Zone 5 ICT Gold Partner under direct supervision by me.**
* Setting plan to boost up ICT sales in Dhaka South
* Ensure the after sales service of customer by their demand.
* Gathering information about the market as well as competitor’s activities
* Achieved target with in stipulated time
* Managing ICT Partner’s in Dhaka South
* Product Management & Lifting of ICT Partner
* Managing & participate in ICT fair
* Ensuring quality & quantity of sales&increase of Revenue of company Business
* Ensuring Product Availability in Market ICT Market.
* Daily Report to Head of Department

## PROFESSIONAL ACHIEVEMENT/CAREER ATTAINMENT

* Delivered RA Solar Business growth at Chittagong region and increased Sales Value Y2Y 2017-18 Vs 2018-19 25% @ 13.5 Mil to 16.73 Mil.
* Best Sales manager of the Region in Q3 and Q4 2018 and Nationally 3rd & 6th.
* Regional Lead for Robi Data pos increasing project and increased 23 % data pos.
* Recognized as LR Badsha ( Low revenue site) for converting low revenue site to High revenue sate.
* National Top in last quarter of 2015, In Airtel Bangladesh LTD.
* Over 18000 Banglalion WiMAX connection sold under direct supervision.
* Revenue achieved at Dhaka ICT IDB & Mirpur Zone about BDT 15000000 (last 6 months).

**ACADEMIC QUALIFICATION**

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| **2011** | **Masters of Business Administration**  Asian University Of Bangladesh  Major: Marketing  CGPA: 3.61 on a scale of 4.00 |
| **2009** | **Bachelor of Business Administration**  Asian University Of Bangladesh  Major: Marketing  CGPA: 3.66 on a scale of 4.00 |
| **2004** | **Higher Secondary Certificate**  Govt. Science College, Dhaka  GPA: 3.10, Science |
| **2002** | **Secondary School Certificate**  Hazrat Shah Neyamoth Shah high School  GPA: 3.88, Science |

**SKILLS**

**Computer Literacy**

Operating System − Windows XP,Windows 7, Windows 8

Application − MS office (Word, Excel, PowerPoint), Adobe Photoshop and internet applications

**PERSONAL PROFILE**

**Name :** Md Mostafijur Rahman

**Father’s Name** **:** Md Mijanur Rahman

**Mother’s Name** **:** Rashida Akter

**Date of Birth** **:** December,15, 1986

**Religion** **:** Islam

**Nationality** **:** Bangladeshi (By Birth)

**Marital Status** **:** unmarried

**Mailing Address** **:** 57/A, East Hajipara, Dhaka-1219

**REFERENCES**

**Md Khourshed Alam**

Director – Sales and Marketing

AKIJ Ceramics Limited

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**Shah Mohammod Maksudul Gani**

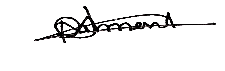
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Thereby declare that, all the information in this application is true, completed and correct to the best of knowledge and belief.



**Thanking you**

**Md Mostafizur Rahman**

**Date: 10-04-2021**