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| ***Resume of***  **MD.MUSHARRAF HOSSAIN**.  House # 103,Azimpur Road  New Market.Dhaka-1205.  Email: [musharraf70@gmail.com](mailto:musharraf70@gmail.com).  [musharraf70@yahoo.com](mailto:musharraf70@yahoo.com)  Mobile: **01711-370055** |  |

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| ***Profile:*** |

24 years served as a sales professional in renowned multinational and multinational associated organizations. Successfully delivered assigned job responsibilities. Building up a challenging and rewarding career in Sales Management with a organization sincerity, punctuality, hardworking and honesty in FMCG & Agriculture products. As a leader self motivated, hard & Smart work, dedication, ownership & inspirational managerial behavior I have.

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| ***Career Objective:*** |

I have received a training on various issues regarding staff management. I have demonstrated strong managerial skills in my region of staff management, program operation, planning and implementation, supervision, target achieve and monitoring.

To work in an organization where there is an opportunity of self-assessment and improvement in both individual and group based a job that frequently various challenges & there is scope to develop my career. My personal goal is to get optimum job satisfactions through committed works.

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| ***Key Achievements:*** |

* Established Institutional drive .
* Contributed to established of some new brands like Glaxose ,Junior Horlicks , Lite Horlicks & Women Horlicks.
* Discovered & checked spurious & smuggling products like FMCG.
* Explore market opportunity & create new Distribution.

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| ***Summary Of Educational Qualification:*** |

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| **Name of Exam** | **Board/University/College** |
| M.Sc-Statistics | Jagannath University-Dhaka |
| B.Sc (Hons) Statistics | Jagannath University-Dhaka |
| HSC (Science) | Kazi Azimuddin colleage-Gazipur, under Dhaka Board. |
| SSC | Barmi Bazar High School-Gazipur, under Dhaka Board. |

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| **Training:** |

* People Management……..……………………GlaxoSmithkline CH,BD Ltd.
* Art of professional selling ………………..Organized by BD jobs-Dhaka
* Warehouse Maintain ………………………… QCM-GlaxoSmithkline CH,BD Ltd
* Quality Management………………………….QCM-GlaxoSmithkilne BD Ltd-Dhaka
* Effective Communications …..…………. .QCM-GlaxoSmithkilne BD Ltd- Dhaka
* Pharmaceutical Business Strategies .…Jayson Pharmaceuticals Ltd.

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| ***Professional Experience:*** |

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| **Name of Organization** | **Post Held** | **Period** | | **Key Job Responsibility** |
| From | To |

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| **AR Malik Seeds Pvt.Ltd**  **Danish Condensed Milk Bangladesh Limited.**  **BRAC Dairy & Food Project.**  **GlaxoSmithKline Bangladesh Limited.** | | | **Head Of Sales and Marketing.**  **Divisional Sales Manager.**  **Channel Sales Manager (Equivalent to Sales Manager**  ***Area Sales Manager.***  ***Dhaka Metro.*** | | **July-15th,2019**  **March 20, 2017**  **03rd August 14**  Dec’13. | **Continuing**  **July-14.2019.**  **9th Feb’2017.**  July’14. | | ***Duties/Responsibilities:***  1. Analyze, monitor and develop strategies to enhance distribution. 2. Prepare Weekly, monthly, quarterly & yearly sales forecast. 3. Prepare ales Targets achievement mechanism. 4. Ensure coverage & visibility followed by Sales team. 5.Pipeline & inventory management. 6. Proper communication with external & internal customer. 7. Explore new opportunity, threats & detecting strategies. 8. Execution of trade marketing activities. 9. Lead and execute winning category, channel and customer strategies to be partners of choice. 10. Ensure productivity & future business growth. 11. Handling observed competitors activities. 12. Ensure right resources quantity and quality of Field force to run the effectively in operations. 13. Maintain excellent relationship with all external & internal customers. 14. Continuously accumulate knowledge & intelligence about the operations of the distributions business. 15. Event management like sampling in farmers field. 16. Setup & evaluation parameter & feedback to high authorities timely & correctly. 17. Monitoring more than 91 field forces. 18.Analyze, identify and lead incremental and breakthrough growth opportunities in the region. 19.Develop data tool kits, share data based insights to facilitate discussion & business planning. 20.Ensure effective New product introductions.  ***Duties/Responsibilities:***  1. Analyze, monitor and develop strategies to enhance distribution reach thorough: 2. Prepare Weekly, monthly, quarterly & yearly sales forecast. 3. Prepare ales Targets achievement mechanism. 4. Ensure coverage & visibility followed by Sales team . 5.Pipeline & inventory management. 6. Proper communication with external & internal customer. 7. Explore new opportunity, threats & detecting strategies. 8. Execution of trade marketing activities. 9. Lead and execute winning category, channel and customer strategies to be partners of choice. 10. Ensure productivity & future business growth. 11. Handling observed competitors activities. 12. Ensure right resources quantity and quality of Field force to run the effectively in operations. 13. Maintain excellent relationship with all external & internal customers. 14. Continuously accumulate knowledge & intelligence about the operations of the distributions business. 15. Event management like wet sampling, HORECA . special day celebrations etc. 16. Setup & evaluation parameter & feedback to high authorities timely & correctly. 17. Monitoring more than 74 field forces. 18.Analyze, identify and lead incremental and breakthrough growth opportunities in the region. 19.Develop data tool kits, share data based insights to facilitate discussion & business planning. 20.Ensure effective New product introductions.  **Sales & Distribution**  **1. Analyze, monitor and develop strategies to enhance distribution reach thorough HORECA.**  **2. Prepare Weekly, monthly, quarterly & yearly sales forecast**  **3. Prepare analyses Targets achievement mechanism**  **4. Ensure coverage & visibility followed by sales team norms.**  **5.Pipeline & inventory management**  **6. Proper communication with external & internal customer**  **7. Explore new opportunity, threats & detecting strategies.**  **8. Execution of trade marketing activities-General ,Modern & General trade.**  **9. Lead and execute winning category, channel and customer strategies to be partners of choice.**  **10. Ensure productivity & future business growth**  **Sales Management:**.   * Facilitate growth of individual brands and ensure deliveries of Marketing plans * Monitor vital signs of sales and distribution in the region. * Develop customized and differentiated solutions to deliver trade visibility leadership.   **Distribution Strategy:**   * Optimizing the distribution network. * Distributor and sub distributor appointments. * Develop a distribution network for small pack and new products demanding high reach. * Develop specific strategies for different trade segments and ensure optimum utilization of Trade Marketing resources. * Lead and execute winning category, channel and customer strategies to be partners of choice.   **Human Resources and People Management:**   * Manage & review performance of a team of dedicated personnel to facilitate achievement of set targets. * Develop a career progression plan for the field force in the region. * Motivate and develop the sales team through training, skill up gradation, on the job coaching, reward management and talent review. * Identify field problem and taken necessary action to resolve those. * Prepare monthly, analysis report and take imitative for developing particular area.   **Sales & Distribution**  **1. Analyze, monitor and develop strategies to enhance distribution reach thorough modern trade.**  **2. Prepare Weekly, monthly, quarterly & yearly sales forecast**  **3. Prepare analyses Targets achievement mechanism**  **4. Ensure coverage & visibility followed by sales team norms.**  **5.Pipeline & inventory management**  **6. Proper communication with external & internal customer**  **7. Explore new opportunity, threats & detecting strategies.**  **8. Execution of trade marketing activities- General , Modern & General trade.**  **9. Lead and execute winning category, channel and customer strategies to be partners of choice**  **10. Ensure productivity & future business growth**  **11. Handling observed competitors activities**  **12. Maintain excellent relationship with all external & internal customers.** | |
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| **Mutual food products Limited ( Responsible for sales & distribution on GSK products).** | | **Regional Manager.**  **Dhaka Division.** | | July-2013 | | | Nov’13 | 1. **Sales Management:**  * Provide strategic direction to ensure achievement of targeted sales in the Region. * Facilitate growth of individual brands and ensure deliveries of Marketing plans * Complete Stock planning process and maintain pipelines across distributors as per SOP * Implement Trade and Shopper Marketing activities * Monitor vital signs of sales and distribution in the region  1. **Distribution Strategy:**  * Analyze, monitor and develop strategies to enhance distribution reach thorough: * Direct coverage of Retail universe * Optimizing the distribution network * Distributor and sub distributor appointments * Develop a distribution network for small pack and new products demanding high reach * Lead and execute winning category, channel and customer strategies to be partners of choice  1. **Business Strategy & New Products:**  * Analyze, identify and lead incremental and breakthrough growth opportunities in the region * Develop data toolkits, share data based insights to facilitate discussion & business planning * Ensure effective New product introductions by achieving minimum Perfect Punch Score  1. **Human Resources and People Management:**  * Manage & review performance of a team of dedicated personnel to facilitate achievement of set targets * Develop a career progression plan for the field force in the region * Motivate and develop the sales team through training, skill up gradation, on the job coaching, reward management and talent review. | |

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| ***Name of organization*** | ***Post Held*** | ***Period*** | | ***Key Job Responsibility*** |
| From | To |
| **Mutual Food Products Ltd *(A joint venture company with Glaxo Smithkilne, Selling Horlicks, Maltova).***  **Mutual Food Products Ltd *(A joint venture company with Glaxo Smithkilne, Selling Horlicks, Maltova***  ***Jayson Pharmaceuticals Ltd.*** | **Area**  **Sales Manager/ Sales Executive./**  **Jr. Sales Executive.**  **Sr.Sales officer /** **Sales officer.**  Medical Promotion Officer. | Dec-2010, January 01, 2005  January 01, 2001/  Apr 18, 1998  Jan’  1997 | Dec- 2012  Jun-1st, 2009  December ’31,2004/  Dec 31, 2000  Mar’  1998. | Responsible all sales & distributions related functions & looked after **Dhaka, Sylhet & Chittagong division during the periods**   * Monitoring sales force & Distributors activities. * Planning to develop market share. * Monitoring sales force achieving target. * Market infrastructure, observe competitors activities. * Protect competitor’s activities through proper planning. * Discover new Sales area for increasing Sales and market share. * Prepare Sales & Market related report on basis or as per management demand, implement to Top Management Order & plan. * Identify field problem and taken necessary action to resolve those. * Prepare monthly, analysis report and take imitative for developing particular area.   Responsible all sales related functions & looked- after more than 3 districts during the period in Dhaka division   * Responsible for Doctor promotion & generate prescription. * Monitoring sales force achieving target. * Market infrastructure, observe competitors activities & taking share.   Protect competitor’s activities through proper planning.  Responsible for Doctor promotion & generate prescription. |

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| ***Professional Achievements:*** |

* Buildup and maintain a sustainable long term business in Bangladesh
* Buildup relationship with all associates
* Successfully dealing with corporate & oversees authorities
* Supervision mechanism to ensure Sales, Distribution & Trade Marketing activities.

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| ***Personal Objective:*** |

* Able to work in a fast paced environment and under stressed condition.
* Systematic in work and self motivated.
* Quick learning and have a zeal for learning new things.
* Effective creativity and fast learning ability.
* Strong organizational ability to things happen effective.
* Able to correspondence with the official’s independently.
* Able to absorb with a new environment. and to the people I work with.

## Performance award:

**Recognition for Mutual & GSK**

* **National Award:**

1. **Best Medical Promotion Officer.**
2. Best Sales Officer .
3. Best Regional Award 2006**.**

* **Long Services Award:** 11 years working with **Mutual** .
* **Best Performance Award- AR Malik Seeds Pvt. Ltd.**

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| ***Hobbies & Interest:*** |

* Web Searching
* Trip to new location
* Watch TV.

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| ***Personal Information’s:*** |

Name : Md. Musharraf Hossain.

Father’s Name : M.A. Motin.

Mother’s Name : Late-Saleha Begum.

Permanent : Vill.- Maiz Para, P.O.- Bormi Bazar,

: P.S. - Sreepur, Dist.-Gazipur.

Present Address : House .103,AzimpurRoad.(4th floor)

New Market,Dhaka-1205.

Blood Group : O ( +ve ).

Date of Birth : 31-10-1970.

Nationality : Bangladeshi (by Birth).

Religion : Islam.

Marital Status : Married.

Height : 5 feet 5 inches.

Contact Number : 01711-370055.

Mail no. : [musharraf70@gmail.com](mailto:musharraf70@gmail.com)/musharraf70@yahoo.com.

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| ***Reference*** |

Mr. Kh.Naime Akter-CEO Mutual Group.Dhaka.



**Md. Musharraf Hossain).**

**Signature.**