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| **MD. SAIFUL ISLAM MAHMUD** | |  | | --- | |  | |
| Address: Flat no# 3/2,House NO# 45 Road No # B2,Kornofully R/A, Halisohor, Chittagong  Mobile No : +8801610002595  e-mail : smahmud.mkt@gmail.com, saiful.msim.cu@gmail.com |

**Career Objective:**

To secure an appropriate position, this will provide growth opportunities with effective utilization of my skills and experiences also the opportunity to learn more in professional atmosphere.

**Career Summary:**

Top performing Sales Associate with almost 7.30 years of experience in retail sales & distribution in prominent organization in Bangladesh .Experience in Different Channel (**Wholesale, Traditional outlet, Chemist Outlet, Beauty outlet, Minimart, Modern** Retail) Highly skilled at leveraging sales techniques to upsell products and exceed sales targets. Demonstrated leadership skills that align teams and strengthen brand loyalty through exceptional customer satisfaction. Seeking to apply diverse sales experience to take next career step with a retail organization dedicated to providing class service.

**Special Qualification:**

● Good planner & organizer  
• Responsible, efficient, and flexible  
• Ability to work in a fast-paced, intense environment smoothly  
• Ability to elicit confidence and build rapport

**Employment History:**

**Total Year of Experience:** 7.30 Year(s)

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| 1. | **Area Sales Manager ( August 1, 2017 - Continuing)** |
|  | **International Brands Limited(MGH Group)** **Procter & Gamble Bangladesh LimitedC:\Users\HP\Desktop\pgnew-300x293.jpg** Company Location : Chittagong  Department: Sales & Distribution  ***Duties/Responsibilities:***  - Achieving Monthly, Quarterly, and Yearly Sales Target in terms of Total Sales Value, Priority Brands, and Productivity. - Train up the sales team and motivate them to achieve company set target. - Monitor and evaluate the market coverage plan.  - Expanding market coverage by finding out uncovered areas. - Finding out opportunities for new products in the market and plan to grab full potentials. - Identify opportunities to place POSMs in different outlets. - Keep tracking competitions activities and impact of those on our own business, communicating those competition activities to strategic department. - Helping developing market strategies, sales plan, and designing promotional activities. - Preparing and analyzing daily, monthly, quarterly reports for management decision making. - Providing continuous feedback based on sales, productivity, and priority brands reports. - Evaluate distributor’s efficiency.  **Honors & Awards:**   1. Mohasongram Campaign Winner 2. Clash of the Titans 3. President Club |

***Assistant Manager-Sales (Senior Territory Manager) (April 2, 2016 – July 31,2017)***

***Marico Bangladesh Limited***

*Company Location: Chittagong Metro   
Department: Sales****Duties/Responsibilities:*** *Company Location: Chittagong Metro   
Department: Sales****Duties/Responsibilities:*** *>> Responsible to develop sales plan to achieve monthly and yearly sales target of the assigned area. Taking overall responsibility of Sales development of the assigned Area.  
  
>> Complete Field Sales Management Function improving effectiveness & performance of Field Force & Distributors.  
  
>> Plan for Primary, Secondary, coverage & distribution targets Planning and offloading monthly plans, schemes, Special Agendas and incentives to DB and DBSMs   
>> Planning Vol/ Non Vol Wise, Volume: Distributor wise, Channel Wise Planning Break Up, DBSM wise Detailing for Focus Brands, Key Outlet wise Detailing for Focus Brands, Leading Indicator: Distributor wise, DBSM wise, Beat wise  
  
>> Consider Planning Triggers like Average of Last 6 months, EC Effective Coverage, BPM / Cumulative BPM, Wholesale Led Relationship Program. Analyse distributor wise and brand wise growths  
  
>> Relationship/People management with Team & Trade.  
  
>> Training, Development & motivation of entire team (FIELD FORCE & Distributor).*

*>> He is responsible for Analyzing the market behavior, initiating introduction of new products according to market demand and also performing value adding activities with the existing products.  
  
>> Ensure availability and visibility of the products in the all outlets in a proper manner.*

**Honors & Awards:**

1. KPI Maser of the Region

2. Q4 champion of the Region 3. Haircode NPLP achiever.

**Senior Territory Manager,Level- Senior Executive (June 16,2013 - March 31, 2016):**

**Airtel Bangladesh Limited**   
Company Location : Chowmuhoni( Upazilla: Chatkhil, Begomgonj, Senbag, Sonaimuri) Noakhali   
Department: Marketing/Sales   
***Duties/Responsibilities:***   
\*Manage, develop & lead sales team to exceed the monthly revenue & activation target.  
\*Regular monitoring Sales team KPI and performance.   
\*Plan & implement market expansion plan on quarter basis.   
\*Drive route to market (RTM) to strengthen sales & distribution performance.   
\*Drive & Implement trade activations programs to ensure segment acquisition.   
\*Regular analyze sales performance and distributors ROI.   
\*Review Distributors performance through consistently sales & distribution tracking.  
\*Training and development of distributor sales and trade marketing team.  
\*Monitor trade marketing activities & merchandisers to ensure superior visibility in the market.  
\*Track competition activities & provide feedback to management team.

**Certificate of Appreciation**

● Certificate of Appreciation for the month of August Mission One Possible, 2015.

●Winning Good Job Done reward for the month of July, August 2015 from ZBM

●Certificate of Excellence for being top one among the territories as “Distribution King2” in June’2014 by ensuring participation of all retail outlet in the campaign.

●Certificate of Excellence for being top one among the territories as “Distribution King” in May’2014 by ensuring participation of all retail outlet in the campaign.

●Distribution’s Foot-print Expansion On SIM Selling Outlet and LAPU Selling Outlet(SSO, LSO) GoliGoli Distribution Challenge.

●Certificate of Excellence for carried out sales generation through “Floating Stock Activation” in March’2014

●The Leader Quarterly 2nd Highest achievement in the zone in terms of GA, GR, LSO,SSO.

**Territory Officer (April 2, 2012 - May 31, 2013)**

**GlaxoSmithKline Consumer Healthcare Products**   
Company Location: Chittagong Outer(Khagrachori, Rangamati, Hathazari) and Sitakunda, Chittagong   
Department: Sales

***Duties/Responsibilities:***   
1.Monitoring the daily sales activities  
2.Monitoring sales administration.   
3. Build-up excellent trade relation with different business partners.   
4. Implement corporate planning & policies in the field level.   
5. Follow up distributions logistics.   
6. Meet the sales target and prepare sales forecast.   
7. Sales force Management   
8. Monitoring Merchandising activities.

**Academic Qualification:**

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| --- | --- | --- | --- | --- | --- |
| **Exam Title** | **Concentration/Major** | **Institute** | **Result** | **Pas.Year** | **Duration** |
| MBA | Marketing | Chittagong University | CGPA:3.39 out of 4 | 2012 | One Year |
| BBA | Marketing | Chittagong University | CGPA:3.58 out of 4 | 2011 | Four Years |

**Career and Application Information:**

|  |  |  |
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| Looking For | : | Mid Level Job |
| Available For | : | Full Time |
| Preferred Job Category | : | Marketing/Sales |
| Preferred District | : | Anywhere in Bangladesh. |
| Preferred Organization Types | : | Telecommunication, Manufacturing (FMCG), Multinational Companies, |

**Language Proficiency:**

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| --- | --- | --- | --- |
| **Language** | **Reading** | **Writing** | **Speaking** |
| Bangla | High | High | High |
| English | High | High | High |

**Personal Details :**

Father's Name : Md. Shahid Ullah Patwary

Mother's Name : Mobassera Khanam

Date of Birth : October 5, 1988

Gender : Male

Marital Status : Married

Nationality : Bangladeshi

Religion : Islam

Current Address : Chattagram