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| Resume of **Md. Enamul Haque** |

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| **Md.Enamul Haque,**  House:63/A, Santa Vila,  CRP Road, Savar,Dhaka-1345,  Mobile: +8801964685013  LinkedIn.com/in/enamulhaque98307a116  [Email-enamulhoq@gmail.com](mailto:Email-enamulhoq@gmail.com%20) |  |  |  |  |  |

**CAREER OBJECTIVE**

To build up my career in an international standard organization having the intention to work with integrity, growth and professionalism to utilize my sales & marketing experience & skills in attainment of company objectives.

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**CAREER SUMMARY**

I have more than 11 years of professional experience working in marketing, Sales, distribution, management and Trade Marketing areas in different local and MNC’s in **M.M.Ispahani, Perfetti Van Melle Bd Pvt Ltd, Square Food & Beverage Ltd and Emami Bangladesh Ltd.**

I completed **MBA from Asian University of Bangladesh** major in Marketing.

I am versatile and flexible individual and able to adopt myself to different situations. I am well experienced in managing over 43 staffs and sales of over BDT 1.2 cores per month. As a Area Sales Manager in Emami Bangladesh Ltd, I have achieved national Star performer award in Q-1 2019 in Emami Bangladesh Ltd. However I have achieved nationally Sales Hero award in ‘ PERFETTI and Q-1 2015, I have again got the best performer award in ‘PERFETTI’ and nominated for 4 days’ especial family trip in Cox’s Bazar, Bangladesh.

While working 4 different conglomerates & I have to live in different parts of Bangladesh including in **Rajshahi, Rangpur, Khulna, Barishal & Dhaka Division** worked with a vast number of 500+ potential distributors.

**ESPECIAL QUALITY**

* **Sales & Distribution, Distribution Set up, implementing plans for start-up, Retail & trade Activation, Team Management with team player mentality & market development accordingly.**

**Experiences Detailed:**

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| **Company** | **:** | **Emami Bangladesh Ltd.** |
| **Position** | **:** | **Area Sales Manager** |
| **Region** | **:** | **North Division** |
| **Department** | **:** | **International Sales & Marketing** |
| Duration | : | 07/02/2019 to continue |

**Duties & Responsibility:**

**Sales Planning & Executing:**

• Devise sales strategy for the assigned area to enhance company business and market share.  
• Set area sales targets and plan according to ensure achievement for assigned area Sku/value /volume.  
**Distribution Strategy:**   
• Ensure to execute the distribution plan to ensure optimal penetration / availability of products at the market place and to bridge shortfalls   
• Re-structure coverage markets in light of costs, coverage frequency and plan channel coverage to increase in sales or increase in number of end outlets coverage.  
**Distributor selection and Service:**   
• Review and recommend distributor appointment in accordance with established norms for assigned area and  
• Ensure that policies and systems pertaining to "no dues, stock levels, carry stock” are adhered.

**Distributor Management:**  
• Review functioning of distributors for regular and timely availability of stocks on time in the market.  
• Review claims management of distributors and ensure they are settled on time and ensure distributor ROI.  
**Sales Team Management**   
• Ensure guide and coaching during on-boarding and review performance data for each member to ascertain shortfalls or performance gaps.  
• Devise strategies to enhance market share and closely monitor primary & secondary sales.   
**Market promotions and New product Launches:**   
• Recommend for promotions as per market / product sales / distributor and review feedback from sales channels under the jurisdiction and   
• Review New Product launch in terms of visibility, distribution etc. in alignment with Marketing agenda.  
• Review performance for the new product in the area sales channels  
**Culture Building Contribution**   
• Act as first point of contact for communication, interpretation and implementation of management decisions to direct reporting subordinates.

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| **Company** | **:** | **Square Food & Beverage Ltd.** |
| **Position** | **:** | **Area Sales Manager (1st yrs Barisal then Dhaka Division)** |
| **Region** | **:** | **Dhaka Metro & Barisal** |
| **Department** | **:** | **Sales & Distribution** |

Duration **:**  20/11/2016 to 07/02/2019

**Duties & Responsibility:**

* Do make ensure sales strategy plan for the respective area and take initiates to execute the field to meet unit/value/volume accordingly.
* Supervising a team of 67 people’s over 29 distributors and align them to follow company norms.
* 29% revenue growth by initiating & implementing different initiatives all through the team.
* Identified the market gap & developed by making strategic business plan.
* Distributing task among the team members, regular follow up, monitoring & evaluating performance.
* Involved in forecasting, market analysis, reporting & documentation, sales planning & budgeting accordingly.
* Running the trade marketing, Branding, Communication & Event Management activities.
* Attain Area Sales Target (Value & Volume) by ensuring proper distribution of products and implementation of retail channel activities.
* Develop right distribution set-up to optimize availability of products in the area with NPD placement by strategic distribution plan.
* Monitor & follow up RSP sales entry & SFA submission to ensure 100% compliance.
* On the job training of field executives

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| **Company** | **:** | **Perfetti Van Melle Bd Pvt Ltd** |
| **Position** | **:** | **Sr.Territory Sales Executive.**  **First 1 yrs at Khulna then Dhaka Metro.** |
| **Region** | **:** | **Khulna & Dhaka Division** |
| **Department** | **:** | **Sales & Marketing** |

Duration : 01/01/2013 to 20/11/2016

**Duties & Responsibility:**

* Meet the company’s assigned objectives and ensure sales& distribution activities in the territory.
* Develop operational sales plan to meet the primary and secondary sales target.
* Set appropriate individual targets and set action plans for achieving the targets through effective sales & distribution activities.
* Managing distributors and lead a team of distribution sales representatives, deliveryman and drivers to achieve sales target.
* Ensuring the availability and visibility of company's product in the territory.
* Implements launch and re-launch of new and existing product.
* Ensure Company’s growth & Distributors’ proper ROI in order to keep the business partners motivated.
* Building & maintaining a good rapport with key customers in the territory.
* Proper utilization of company’s resources & promotional materials (POS.)
* Ensure trade marketing activities accordingly in the territory to get the maximum impact.
* Keep a close eye on competition activities in own market and report back to line manager.
* Preparing & sending weekly-monthly reports in prescribed template to the head office & RSM in pre-directed & on demand frequency.

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| **Company** | **:** | **M.M.ISPAHANI LTD** |
| **Position** | **:** | **Territory Sales Officer.**  **(First 2 yrs at Rangpur then Dhaka Metro)** |
| **Region** | **:** | **Dhaka North & Central Division** |
| **Department** | **:** | **Sales (Tea Department)** |

Duration : 01/11/2008 to 31/12/2012

**Duties / Responsibilities:**

* Plan & achieve all the sales target-unit, value & volume and coverage extension of respective area.
* Set up and handle potential distributor all the operations by providing support in the assigned area.
* Prepare respective areas sales plan & execute to the right channel.
* Settle distributor all the claim on time and ensure smart ROI.
* Proper follow up to the DO,TO & others. Visiting market to further strengthen existing sales channels.
* Monitoring stock flow, market movement & sales promotions to ensure successful execution.
* Development, Trade Marketing team for all sort of business related issue.

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| **Education Details**   * Master of Business Administration **(MBA)** from Asian University of Bangladesh (2012) * Masters of Arts **(MA)** from National University of Bangladesh (2009) * Bachelor of Arts **(BA)** from National University of Bangladesh(2007) * Higher School Certificate **(HSC)** from Chuadanga Pauro Degree College, Jessore Bord (2003) * Secondary School Certificate **(SSC)** from Kalabari High School, Jessore Bord (2001) |

**Special Achievement**

I worked at different areas in Bangladesh and worked with different people. Acquired excellent computer skills & achievement of monthly Territory Target. I have been awarded as the best performer of our Sales Team and visited Cox Bazaar Family tour as my reward in **SQUARE**. I have achieved nationally Sales Hero award in **‘PERFETTI’** in 2015 and Q-1 2019 in **EMAMI BD LTD**, I have enjoyed 4 days’ foreign group trip at Nepal in **PERFETTI** in 2015 for best focus brand achievement.

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| **Computer Skills** | | |
| **Six months Computer Diploma in Computer Science & ICT.** | | |
| Application |  | MS word, MS Excel & power point. |
| Database |  | MS Access. |
| Operating System |  | Windows 10,8,7, XP, |
| Internet  Sales Software |  | Internet browsing etc.  Sales force automation (SFA) |

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| **Training & Activities:**   * Participated for **‘’Sales Leadership through Distribution Excellence’’** workshop by Arif Eftekhar (CEO, Front Desk) by Square Food & Bev. Ltd (2017) * Attended **‘’Emotional Intelligence and Negotiation Power Development”** workshop by Golam Sumdany Don (CEO, Don Sumdony Facination) by Perfetti Van Melle Bd Pvt Ltd(2016) * Attended **“Selling Procedure of 7 Habits”** workshop by Chironnmoy Chaterjee by Perfetti Van Melle Bd Pvt Ltd (2015) * Attended “**ND,WD & Effect Coverage (ECO) Strategy**” by Salauddin Chowdhury by M.M.Ispahani Ltd (2011)  |  |  |  | | --- | --- | --- | | **Personal Information**  Full Name : Md.Enamul Haque  Father’s Name : Md. Ekramul Haque  Mother’s Name : Sabia Khatun  Marital Status : Married  Date of Birth : 18th November 1985  Present Address : 63/A, Santa Vila,CRP Road, Savar, Dist:Dhaka-1345  Permanent Address : Vill: Luksmipur, P/O:Gopalpur, Thana: Damurhuda  District: Chuadanga  Post Code : 1236  Nationality : Bangladeshi  Blood Group : A+  Passport No : BE 0881935  National ID No. : 1813147397547  Driving License No. : GP-002476  Height : 5'-6˝  Religion : Islam  **Hobbies** : Travelling, Reading books & Newspaper, playing cricket. Browsing, Chatting and Watching TV.  **Reference’s:**   |  |  | | --- | --- | | **Md.Hasan Mahmud**  Position: Deputy General Manager  Company: Emami Bangladesh Ltd  Cell : 01938889001  Email :hasanm@emamigroup.com | **S.M.M Ibrahim Mahmud**  General Manager (Sales)  Company : Meghna Group of Industries  Cell : 01712674086  Email: [mehedimktdu@yahoo.com](mailto:mehedimktdu@yahoo.com) |   **Sincerely**  **Md.Enamul Haque**  **Date : 12.02.2020** | |