

## Mohammed Saif

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Halilshahar, Chittagong, Bangladesh.  
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### Career Objective:

To have opportunity to be engaged in a position where I would be able to implement my educational and technical skills efficiently to maximize the output of the organization and thus to build up myself as a successful salesman.

### Career Summary:

With a vision to pursue a suitable professional career within the corporate marketing sector as well as sales & distribution and corporate area.

### Employment History:

#### 1. Area Sales Manager - ASM (1<sup>st</sup> March, 2017 to Continuing)

##### ADA Trading Bangladesh Company Limited

##### National Distributer of Huawei Technologies Bangladesh Limited (Smart Phone)

Company Location: Concord Police Plaza (Level – 6), Gulshan – 1,  
Dhaka – 1208, Bangladesh.

Department: Sales & Delar Management

Job Location: Chittagong Metro, Shitakundo, Hatazari, Rangamati, Khagrachori & Dighinala.

#### Duties / Responsibilities:

1. Every month set the MD (Master Delar) target plan and ensure the target achievement.
2. MD wise monitoring to find out the problem and solve the problem.
3. TSM route plan collection and monitoring the route plan wise work.
4. Market visit with TSM and ESR and find out the gap.
5. New GRT create and product placement with team.
6. Find out another competitor market gap and placed our product to fill up the gap.
7. Every month achieve the MD ST target and follow up the MD to fill up the ST target.
8. Ensure every retail wise product placement (ST2) in all model.
9. Set up the SO target to the TSM wise and follow up every day to fill up the target.
10. Follow up every retail wise to ensure every month campaign communication.
11. Every retail wise follow up to execution the POSM.

#### 2. Territory Sales Manager – TSM (03<sup>rd</sup> January, 2016 to 28<sup>th</sup> February, 2017)

##### Philip Morris Bangladesh Limited (PMB)

Company Location: "NINAKABBO", Level – 8, 227/A Gulshan Tejgaon Link Road,  
Tejgaon I/A, Dhaka – 1208, Bangladesh.

Department: FMCG (Tobacco)

Job Location: Laksam Territory (Kotbari, Laksam, Nangolkot & Choddogram)

#### Duties / Responsibilities:

1. Determine annual sales plan by analyzing marketing strategies and trends.
2. Establish sales objectives by forecasting and developing annual sales proportion for regions, projecting expected sales volume.
3. Perform and coordinate sales related activities to achieve sales target.
4. Identify potential markets, analyze competitor's activities.
5. Maintain strong team approach within the team member to achieve the goal.
6. Monitoring and support the entire SR under my territory.
7. Monitoring my team's performance and motivating them to reach targets.

### **3. Key Account Manager – KAM (15<sup>th</sup> March, 2012 to 30<sup>th</sup> December, 2015)**

#### **Ranks Telecom Limited (Sister Concern of Ranks Group)**

Company Location: Suriaya Mansion (6<sup>th</sup> Floor), 30 Agrabad C/A, Chittagong.

Department: Corporate Connection Department.

#### **Duties/Responsibilities:**

1. Responsible for overall Corporate Sales activities for implementing major job functions including planning, formulating and achieving sales target.
2. Conducting market intelligence report as well as market research report for the company.
3. Developing new business ideas like as Bulk SMS in order to reach the channel partner.
4. Create profitable sales growth each year as per the company's directives with respect to targets.
5. Handle queries/ problems raised by the clients, efficiently.
6. Correspond & negotiate with perspective clients.
7. Follow up with clients through phone, e-mail and in person to generate sales.
8. Perform any other tasks assigned by superiors as per company requirement.
9. Managing Key Customers & building long-term relationships leading to increased business for company.
10. Prepare weekly and monthly sales analysis and sales performance report an effectively evaluated and take necessary action time to time.

### **4. Marketing Executive – Sales & Marketing (01<sup>st</sup> October, 2009 to 29<sup>th</sup> February, 2012.)**

#### **Khadim Ceramics Limited**

Company Location: 903 Dider Chamber (1<sup>st</sup> Floor), CDA Avenue, East Nasirabad, Chittagong.

Department: Sales & Marketing Department.

#### **Duties/Responsibilities:**

1. Salient responsibility being assigned for leading an extremely professional sales force team.
2. Conducting market intelligence report as well as market research report for the company.
3. Working with different organization such as- **Rehab and Non-Rehab Developers, Architects firms, consulting firms, and Construction firms. Interior & Exterior Design firms, PWD, City Corporation, Rajuk, Roads & Hi-ways** and also maintaining their database from time to time.
4. Identified target markets, developed product requirements, and effectively evaluated Clients needs and wants.
5. Executing, monitoring and evaluating sales promotion activities to develop the market.
6. Maintaining and carry out data collection and analysis of reports and use variety of tools to obtain market information in order to support better strategic decision making.

### **Academic Qualification:**

<b>Exam Title</b>	<b>Major Subject</b>	<b>Institution</b>	<b>Result</b>	<b>Passing Year</b>	<b>Duration</b>
<b>Masters of Business Administration (MBA)</b>	<b>Marketing &amp; International Business</b>	<b>International Islamic University of Chittagong (IIUC)</b>	<b>CGPA 3.076 out of 4.00</b>	<b>2009</b>	<b>2 Years</b>
<b>Master's in Business Studies (MBS)</b>	<b>Accounting</b>	<b>Govt. Commerce College, CTG.</b>	<b>2<sup>nd</sup> Class</b>	<b>2007 (Result Published in 2010)</b>	<b>2 Years</b>
<b>Bachelor of Business Studies (BBS)</b>	<b>Business Studies</b>	<b>Govt. Commerce College, CTG.</b>	<b>2<sup>nd</sup> Class</b>	<b>2005 (Result Published in 2006)</b>	<b>3 Years</b>
<b>HSC</b>	<b>Business Studies</b>	<b>Govt. City College, CTG.</b>	<b>2<sup>nd</sup> Division</b>	<b>2001</b>	<b>2 Years</b>
<b>SSC</b>	<b>Business Studies</b>	<b>Railway Public School, CTG.</b>	<b>2<sup>nd</sup> Division</b>	<b>1998</b>	<b>10 Years</b>

**Training / Workshop Summary:**

Training Title	Topic	Institute	Country	Location	Year	Duration
Professional Sales Skill Development Program	10.5 Habits of Successful Selling for Break Through Result	Prothom Alo Jobs	Bangladesh	Chittagong	2013	1 Day
Brand Management	Local & International Branding	Prothom Alo Jobs	Bangladesh	Chittagong	2013	1 Day

**Professional Qualification:**

Certification	Institute	Location	From	To
MS Office Management	Bangladesh Computer Council	Chittagong	18 <sup>th</sup> July, 2005.	24 <sup>th</sup> September. 2005.

**Language Proficiency:**

Language	Reading	Writing	Speaking
Bangla	High	High	High
English	High	High	Medium
Hindi	Medium	Medium	High

**Achievement Status:**

Certification	Company Name	Location	Achievement Status
Best Marketing Officer	Khadim Ceramics Ltd	Chittagong	Best Marketing Officer in CTG Division
Best Area Manager Award	Huawei Technology BD Ltd.	Chittagong	Best Area Manager Award in Chittagong North Zone (May 2018)
Best Area Manager Award	Huawei Technology BD Ltd.	Chittagong	Best Area Manager Award in Chittagong Division (March 2019)

**Personal Details:**

Father's Name : Nasir Uddin Ahmed  
Mother's Name : Mirza Rizia Begum  
Date of Birth : 04<sup>th</sup> November, 1982.  
Gender : Male  
Marital Status : Married  
Nationality : Bangladeshi  
Religion : Islam  
Permanent Address : Village: Rosulpur, Post: Shatuvanga, P.S: Begumgonj, District: Noakhali.  
Present Address : House 1, Road 5, Lane 1, Block A, Halishahar H/E, Chittagong.

**Reference:**

	Reference 1	Reference 2
<b>Name:</b>	<b>Mehedi Hasan Maruf</b>	<b>K. M. Shahrier Parvez</b>
<b>Organization:</b>	<b>Unilever Bangladesh Limited</b>	<b>Summit Communication Limited</b>
<b>Designation:</b>	<b>Area Manager</b>	<b>Manager</b>
<b>Address:</b>	<b>Mirpur, Dhaka, Bangladesh.</b>	<b>18, Karwan Bazar, Dhaka.</b>
<b>Mobile Number:</b>	<b>+8801711082725</b>	<b>+8801711943644</b>

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**Signature**