

Md. Belayet Hossain

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Career Summary:

- Working as Area Sales Manager at **Bangladesh Lamps Limited** & have 13 years' experience in Sales, & Marketing, branding, Strategic Business Planning, Positioning & Development area.
- A Growth Centric business leader, with variable record of successful business development through rich capability in distribution set up & also experienced in managing complex business by developing relationship, convincing & executing strategic business development plan & achieving final target.
- A result-oriented Sales professional, driven by the desire to excel business by utilizing new concepts, along with expertise in business planning, positioning & channel development
- Established track record of managing diversified teams & products by building rapport with stakeholders with interpersonal skill which increase revenues, market share & profitability.
- Passionate about directing new strategy, digital marketing, demand forecasting, business analysis, critical situation handling, product penetration strategy in competitive environment.

Career Objective: To work in the Sales Department & assure business growth with functional excellence.

Key Proficiencies:

- Strategic Sales Management
- Branch Management
- Trade & Promotional work
- Critical thinking & Creativity
- Situational Leadership
- Business Analysis
- Distribution Network Design
- Emotional Intelligence
- People Management
- Marketing & product line development

Date of Birth: 20th May, 1978

Working Experience:

1. **Organization Name:** Bangladesh Lamps Limited (**Website:** www.bll.com.bd)

Designation 1: Area Sales Manager (Dhaka South & N.Ganj)

Duration: From May'18 to till now

Designation 2: Area Sales Manager (Comilla)

Duration: From Nov'17 to Apr'18

Job Responsibilities:

- Set, monitor & ensure achievement of productivity targets for the assigned Area covering- Productive calls per day, SKUs per call, Value per SKU, and Value per call.
- Regular visit zones to ensure that sales forces are getting proper coaching, guidelines, motivation and support from their respective ZSM/ZI.
- Maintaining good relationship with retailers & Ensure cost efficiency for optimum margin and ROI
- Take steps to build up the present market & explore others (institutional) business opportunities.
- Develop and implement a comprehensive sales plan and strategy for growth of sales and revenue
- Organize monthly meeting, give sales feedback, find different opportunities with improvement area.
- Utilize standard Job Skills Profile & identify strengths & weaknesses of teammates & help improve performance through Motivation, Proper guidance, Evaluation of performance, on-the-job training.
- Distributing task among the team members, follow up & monitoring & evaluating performance.
- Prepare sales report and follow up relevant approvals as per requirement of management.
- Collate and communicate market place information for the Sales Area.
- Demand forecasting, material requirement planning & assuring on time delivery of product.
- Compile, collate and maintain updated basic statistics of own Sales Area.

Major Achievements:

- Leading the sales & business development of Transcom branded products (300+SKUs) at the assigned area with a team of 70 people (One Assistant ASM, 9 Zonal SM, 3 TSO, & 57 Nos of Sales Agent)
- Handling a business of BDT 4 crore per month with 12% year to year business growth with 90% personal target achievement for Dhaka & Narayanganj area.
- Supervising the activities of 22 distributors & handling the logistics at Dhaka & N.ganj.
- Deployed 6 new distributors at Comilla area & nurtured total 13 distributors.
- Led 22 people at Comilla, created the market & attained 60% business growth.



2. **Organization Name:** New Zealand Dairy Products Bd. Ltd.

Website: www.newzealanddairybd.com

Designation 1: Territory Manager (Jessore)

Duration: From Jul'16 to Oct'17

Designation 2: Sr. Territory Sales Executive (Jessore)

Duration: From Dec'15 to Jun'16

Designation 3: Territory Sales Executive (Comilla)

Duration: From Jun'11 to Dec'15

- Handled the sales, marketing & business development of Diploma, Red Cow, Anchor, Farm land, Farmland Gold & other dairy products of 50+ SKUs at the assigned territory.
- Launched, penetrated & developed the market of different non-dairy products like doodles branded noodles and other products like Poppers, crackers, Detos etc.
- Led the business at Jessore territory with 8 distributors & a team of 25 people with 120% growth. (500% growth in Doodles noodles, & 25% growth in dairy market)
- Monitored the activities of 17 distributors with 35 people team & assured 34% growth at Comilla area which was the highest sales growth nationally.

3. **Organization Name:** Arla Foods Bangladesh Ltd

Website: www.arlafoods.com.bd



Designation 1: Sr. Territory Officer (Jessore)

Duration: From Jan'11 to May'11

Designation 2: Sr. Territory Officer (Chittagong)

Duration: From Jan'09 to Dec'10

Designation 3: Territory Officer (Chittagong)

Duration: From Jan'06 to Dec'08

- Monitor, maintain and coordinate the activities of SO, SR and Distributors.
- To achieve overall sales target in terms of volume and value, profitability and market share.

Academic Qualification:

- MBA in Marketing from Comilla University with CGPA 3.69 in 2014.
- Masters in Philosophy from National University with Second Class in 2003.
- BA in Philosophy from National University with Second Class in 2001.



Training:

- Advanced Business Intelligence with Excel & Power BI by BDJobs from AKM Fahim Mashroom in 2017.
- Secret of Selling from New Zealand Dairy Products Bd. Ltd. By G M Kamrul Hassan in 2016
- Modern leadership approach in selling & effective distribution management from New Zealand Dairy Products Bd. Ltd. by Razib Ahamed in 2016.
- Essential Territory Sales Management and Distribution Excellence from New Zealand Dairy Products Bd. Ltd. by Razib Ahamed in 2015.

Soft Skill: Teamwork, convincing, inspiring, influencing, negotiation, leadership skill.

Computer Skill: Sound in Microsoft word, excel & power point presentation.

Language: Fluent in Bangla and English

References: Will be given if required

Signature:

Date: 25-09-2020