

Date: October 10, 2020.

To  
Human Resources Department  
Bangladesh Honda Pvt. Ltd.  
Crystal Palace (12th Floor)  
House-22, Road-140  
Gulshan-1, Dhaka-1212.

Subject: Application for the post of “Regional Manager - Field Sales” in your organization.

Dear Sir,

According your advertisement, I have come to know that your established company is going to recruit Regional Manager for Field Sales. Honda is one of the most renowned motorcycle brands in the world. Honda provides high quality products with new technology. In Bangladesh people think motorcycle means Honda. So, I am interested in working with Honda.

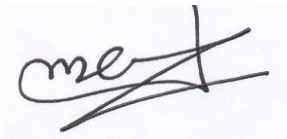
I have completed my graduations from Business Administration with major in Marketing. I am working for sales and marketing department in Automobiles industries for eleven years. I have earned theoretical and practical knowledge about Automobiles mechanism and business strategies. I have vast knowledge on dealer management, retail and corporate sales and marketing for Automobiles product. So, I think I am one of the best candidates for this post.

I consider myself energetic, dynamic, innovative, creative and ambitious. I have good communications, interpersonal and analytical skills. I am confident that, if you provide the opportunity to serve your organization, I will prove myself an important asset through dedication, sincerity and highest level of professionalism.

I have driving license and number is DK0220738CL0004.

I would be grateful for the opportunity to showcase my abilities further at a personal interview. For any query you can reach me at my Mobile: +8801712224638 or by e-mail: menon.mashrur@gmail.com.

Sincerely,



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Mashrur Ahmed Menon

Attachment:

1. Complete Curriculum Vitae.
2. Photograph.

# **MASHRUR AHMED MENON**

Mailing Address: 168/2 (3<sup>rd</sup> floor), Mulla Para, Taltola, West Kafrul, Dhaka.  
Cell No.: +8801712224638, Office Phone: +880 2 55045148-9  
e-mail: menon.mashrur@gmail.com



## **Career Objective:**

Develop career in a lively association where having opportunity to utilize and share my knowledge, experience and skills to strengthen the business capacity to attain organizational goals and objective.

## **Career Summary:**

Experienced in the field of Automobiles sales and marketing.

Maintain professional relationships with stakeholders that meet company's core values.

Networking with all clients and channel members to expand company's market share.

Successfully introduced and established new products in the market.

## **Specialties:**

Sales and Marketing Planning.

Direct Selling and Dealer Management.

Market Research and Analysis.

Business Development.

Team Building and Management.

Public Speaking and Presentation.

Honest and Ethical Tendencies.

**Total Experience:** Approx. 11 Years and 6 Months.

## **Professional Experience # 1:**

**Employer: HNS Automobiles Ltd.**

Location: Head office, Police plaza concord, Level: 7, Plot: 2, Road: 144, Gulshan C/A, Dhaka-1212.

Position: Assistant Manager, Sales and Marketing.

Business: Distributor of Hyundai commercial vehicles, i.e. Luxurious AC Buses, Truck, Pickup, Refer Van, Tipper.

Duration: June 2015 to Continue.

## **Job Responsibility:**

- Responsible for Sales and Marketing activities for commercial vehicles.
- Frequent market visit to maintain relationship with customer and channel members.
- Establish and train dealers and agents and assist in their activities.
- Collect, forecast and analyze market data to conduct market research to meet changing market.
- Develop sales and marketing strategies to maximize the market share.
- Forecasting monthly and yearly sales to prepare marketing budget and sales target.
- Engage with marketing communications i.e. advertising, sales promotions, event management, direct marketing and personal selling etc.
- Monitor competitor's sales and marketing strategy to prepare company's business strategy.
- Responsible for brand development for company and products.
- Lead and assist sales and marketing team to achieve company's goals.
- Realization sales payments and adjust with accounts department.
- Prepare monthly sales and marketing activities report for Hyundai Motor Company.
- Vehicle ordering, stock maintain and deliver to end user.
- Monitor vehicle maintenance activities and make liaison with service department.
- Maintain relationship with BRTA for registration, type approval and other activities.

## **Professional Experience # 2:**

### **Employer: Uttara Motors Limited.**

Business: Distributor of Isuzu Commercial Vehicles i.e. Bus, Truck, Pickup.

Position: Sr. Executive, Sales and Marketing.

Duration: May 2009- June 2015.

### **Job Responsibility:**

- Responsible for Sales and Marketing activities for commercial vehicle.
- Frequent market visit to maintain relationship with customer and channel members.
- Establish and train dealers and agents and assist in their activities.
- Collect, forecast and analyze market data to conduct market research to meet changing market.
- Assist to develop sales and marketing strategies to maximize the market share.
- Assist in forecasting monthly and yearly sales to prepare marketing budget and sales target.
- Engaged with marketing communications i.e. advertising, sales promotions, event management, direct marketing and personal selling etc.
- Monitor competitor's sales and marketing strategy to prepare company's business strategy.
- Responsible for brand development for company and products.
- Realization sales payments and adjust with accounts department.
- Prepare CKD and Type approval documents for BRTA.
- Monitor vehicle maintenance activities and make liaison with service department.
- Maintain relationship with BRTA for registration and other activities.

### **Academic Qualifications:**

Title : Master of Professional Marketing (MPM).  
Institute : University of Dhaka.  
Major : Marketing.  
Class/CGPA : Appeared, CGPA 3.28 out of 4.00 (CGPA).  
Passing Year : 2020.

Title : Master of Business Administration (MBA).  
Institute : Darul Ihsan University, Dhanmondi, Dhaka.  
Major : Marketing.  
Class/CGPA : 3.82 out of 4.00 (CGPA).  
Passing Year : 2008.

Title : Bachelor of Business Administration (BBA).  
Institute : Darul Ihsan University, Dhanmondi, Dhaka.  
Subject : Marketing.  
Class/CGPA : 3.51 out of 4.00 (CGPA).  
Passing Year : 2007.

Title : Higher Secondary Certificate (HSC).  
Institute : Govt. Gouripur College, Mymensingh.  
Subject : Science.  
Class : 2<sup>nd</sup>  
Passing Year : 2002.

Title : Secondary School Certificate (SSC).  
Institute : Mukul Nekaton High School, Mymensingh.  
Subject : Science.  
Class : 1<sup>st</sup>  
Passing Year : 2000.

**Trainings:**

Training Title	Topic	Trained by	Location	Duration
Becoming Professional Sales Consultant	Importance of sales. Attitude of sales consultant. Difference between professional & amateur. Corporate philosophy, vision and core values.	Hyundai Training Academy (HTA Truck & Bus)	Online	7 days
TCO & Negotiation Events	Understanding of TCO, Use of TCO calculator, Competitive advantage with TCO analysis. Understanding of Negotiation techniques.	Hyundai Training Academy (HTA Truck & Bus)	Online	7 days
Basic Auto Mechanics	Understanding of vehicle specifications and maintenance.	HNS Heavy Industries Ltd.	Workshop	7 Days
SAP Operating	Sales and Distribution (SD)	PWC India & Uttara Motors Ltd.	Dhaka.	1 Months
Internship.	General Banking	Mutual Trust Bank Ltd.	Dhaka.	3 months

**Certification:**

Topic Covered	Institute	Duration
Microsoft Office, Graphic Design, Operating System and Internet.	Bhuiyan Computers	6 months
Digital Marketing Conclave-2019	MPM Club, University of Dhaka	1 Day
Presentation & Interview	The School for Presentation & Public Speaking, University of Dhaka	1 Day
Effective Communication Skills & Networking	Youth School of Development	1 Day

**Personal Strength & Skill:**

- Self-motivated, hard-working and quick learner.
- Able to work under pressure, take responsibility with leadership role.
- Effective managing and problem-solving capacity.
- Well negotiation and communication skills.
- Knowledge and practice on ICT in office application.
- Language proficiency in Bengali and English.

**Extra-Curricular Activities:**

- Engage with various social activities i.e. President of Mosque and Secretary of Eidgah field.

- Worked with Red Crescent Society for distributing relief on flood affected people.
- Organized blood donation program at College & University.
- Played Inter School Football & Cricket tournament.
- Engaged with Scouting at school & College.
- Worked for awareness about Covid-19 virus and helped jobless people.

### **Hobbies:**

Travelling, playing football and cricket, badminton, cheese, tree plantation, reading newspaper, fishing.

### **Personal Information:**


Father's Name : Late. Muhammed Azizul Huq.  
 Mother's Name : Ayesa Akther.  
 Date of Birth : 30 December 1985.  
 Nationality : Bangladeshi.  
 NID No. : 509 733 8783.  
 Blood Group : A +Ve.  
 Gender : Male.  
 Spouse Name : Mowmita Talukder.  
 Religion : Islam.  
 Permanent Address : Village: Tenua, Post Office: Hiranpur, PS: Purbadhola, District: Netrakona.

### **References:**

Professor Dr. Md. Mizanur Rahman Chairman, Department of Marketing Faculty of Business Studies (FBS) University of Dhaka. Cell: 01712139762 Phone: +88 02 9676422 e-mail: <a href="mailto:mizan.rahman@du.ac.bd">mizan.rahman@du.ac.bd</a>	Mohammad Rajib Miah Managing Director RM Group House: 494, Lane: 9, Baridhara, DOHS, Dhaka-1206. Cell: 01711517879 Phone: +88-02-8416359 e-mail: <a href="mailto:rajib@rmsbd.com">rajib@rmsbd.com</a>
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I hereby assert that the above information is true to my knowledge and the documents relevant to the information may be provided as when needed.

Thanks, and Best Regards



Mashrur Ahmed Menon  
 Date: 10.10.2020