



Curriculum Vitae of ISLAH UDDIN AHMED (Farhan)

Mailing Address

ISLAH UDDIN AHMED (Farhan)

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Career Objective

To become a successful personnel & to improve the value of the working area serving the best with strong commitment, effective participation, analytical capabilities and efficient performance.

Personal Details

1	Date of Birth	:	August 27, 1982
2	Nationality	:	Bangladeshi
3	Religion	:	Islam(Sunni)
4	Sex	:	Male
5	Blood Group	:	B+ Positive
6	Marital Status	:	Married
7	Father's Name	:	Nasir Uddin Ahmed
8	Mother's Name	:	Shammi Ahmed
9	Cell	:	01717-265434
10	Permanent Address	:	76/1,Ahmed Mansion(4 th floor), Begum Bazar, Dhaka.
11	National ID	:	6859974211

Strengths

- 1 Hard working, Motivated and Confident.
- 2 Highly organized and dedicated with a positive attitude.
- 3 Highly capable of working under pressure in any environment.
- 4 Excellent interpersonal and communication skill.

Academic Qualification

Exam Title	Major Subject	Institute	Result	Passing Year
M.Com	Marketing	National University	Second Class	2005
B.Com	Marketing	National University	Second Class	2003
HSC	Business Management	Shike Borhanuddin Post Graduate College	First Division	2000
SSC	Science	Willes Little Flower School	Second Division,	1997

Computer Skills

Introducing to computer, Applications packages & Programming (Concepts of computer, fundamentals of OS and MS-word, MS-excel, MS-Access, MS-PowerPoint & Q-basic) from Bangladesh Computer Council (Ministry of Science, Information & Communication technology).

Language proficiency

Conversant and proficient both in written and spoken English as well as Bengali & Hindi.

Professional Experience

Total Year of Experience : 18.3 Year(s)

1. Sr. District Manager (01-January, 2020 To 30 April,2021)

ACI Logistics Ltd(Shwapno Super Shops)

270 Tejgaon I/A, Dhaka-1208

Duties/Responsibilities:

To run an outlet successfully. Working on the shop floor, they will have to be in consistent with their customers and staff. Ensuring their staffs give great customers services as well as dealing with the financial side of the outlet and people management.

Plan, forecast, report on sales, costs and business performance.

Hit monthly store quotas and pitch in whenever something needs to get done.

Monitor customer traffic flow to maximize sales, customer satisfaction, appearance, image and comfort for customer.

Maintain desired levels of people productivity at the assigned outlets.

Lead, monitor, train and mentor subordinates to understand KPIs, stock management, customer service, housekeeping, and GP.

Ensure proper inventory management and reorder when inventory drops to a specified level.

Ensure visual merchandise by correct pricing tag, space utilization, eye level, communication material, peak hour.

Ensure safeguard against possible pilferage, shoplift and litigation.

Continually seek opportunities to be innovative and increase efficiency within work stream.

Predict and identify trends and dynamics within the external marketplace in relation to operations and provide recommendations on how to leverage those.

2. Head of Sales (01- January,2019- 31 December-2019)

Alphasoft Technology ltd, Marg Software Company

Muktobangla Shopping Complex, Level-8, Mirpur-1, Dhaka

Salary: 65000+ Bonus+ Profit Share

Reporting: Titu Aref, CEO 01711517439

Duties/Responsibilities:

Manage and be accountable for the agreed Marketing Budget;

Developing Marketing Materials to generate Sales Leads;

Plan, oversee and manage Web, Email, Social Media and display advertising campaigns;

Prepare Marketing and Sales report and submit to the Management;

Create, Implement and be accountable for the company's marketing strategy, working closely with the Top Management and the Sales & Marketing team;

Prepare Business Communication Materials;

Visit Customers, conduct products demonstration, presentation, follow-up client and close the deal.

Achievement: Products Including for Genmark Unani Siddirgonj (ERP Solution), Health Aid Hospital (Hospital

Software), SKRP Group (HR Software), Kemiko Pharmaceuticals Ltd(Pharmacy Software), Maxim Group (HR Software)

3. Sr. Manager, National Sales (January 1, 2017- December 31,2018)

**Shurwid Industries Ltd- Public Ltd Company
(Manufacturer PVC/PP & PVDC Industries)**

Department: Sales & Marketing

Location: 3/3, Block-C, Lalmatia, Dhaka

Salary: 55000+ Bonus+ Profit Share

Reporting: Zahidul Azad, Managing Director 01827164657

Duties/Responsibilities:

- # Build a team with right people, an aligned Business Organization of sales and service team which is dynamic and flexible through proper coaching and development.
- #Initiate measures in developing and maintaining a proper customer data base (both at house and corporate level) for direct sales, enrich and update the data base on a regular basis.
- # Ensure proper distribution in the target outlet bench-marking competition.
- # Communicate and report on monthly initiatives, programs, and successes.
- # Prepare and present a written summary of sales and marketing activities, programs, presentations, competition analysis, etc.
- # Ensure flawless executions of all marketing and trade marketing activities/initiatives within the deadlines.
- # Initiate new projects to ensure sustainable growth for midterm and long term basis.
- # Undertake additional tasks and responsibilities deemed necessary by the management.

Achievement: Products Including for Apollo Hospital Dhaka, Square Hospital, Azgor Ali Hospital, BRB Hospital, Elson Foods Ltd, Bridge Consumer Ltd, Meena Bazar, Lavender Super Shops, CSD Super Shops, Pran Group, Develop Dhaka Wholesales market Begumbazar, Develop Dealer Management Sylhet Market.

4. Regional Sales Manager(RSM)- Modern Trade & Retail Sales(January 1, 2016 – December 30,2016)

Route to Market International (RTM), Pandughar Group

Company Location: 222 Tejgaon Industrial Area, Dhaka

Salary: 45000+ Bonus+ Incentive

Reporting: Maruf Hasan, Business Head 01817046505

Duties/Responsibilities:

- # Build a team with right people, an aligned Business Organization of sales and service team which is dynamic and flexible through proper coaching and development.
- # Selling Membrane Based Engineered Systems & Projects (UF, RO, Sediment, Carbon and others)
- # Initiate measures in developing and maintaining a proper customer data base (both at house and corporate level)

for direct sales, enrich and update the data base on a regular basis.
 # Ensure proper distribution in the target outlet benchmarking competition.
 # Communicate and report on monthly initiatives, programs, and successes.
 # Prepare and present a written summary of sales and marketing activities, programs, presentations, competition analysis, etc.
 # Ensure flawless executions of all marketing and trade marketing activities/initiatives within the deadlines.
 # Initiate new projects to ensure sustainable growth for midterm and long term basis.
 # Undertake additional tasks and responsibilities deemed necessary by the management.

Achievement: Products Including for Fars Hotel & Resorts, Brac Bank Ltd, & Pharma Company.

5. **Assistant Manager (Corporate & Channel Sales & Marketing) (January 01, 2012 – December 30,2015)**

KENT Water Purifiers (SKRP Group)

Company Location: 80/4,Kakrail VIP Road, Ground Floor, Dhaka

Department: Marketing & Sales

Salary: 35000+ Bonus+ Incentive

Reporting: Tajul Islam, Director 01766673777

Duties/Responsibilities:

1. Develop product positioning & messaging that differentiates the products in the market.
2. Market Research for existing & future products.
3. Manage & coordinate all marketing, advertising & promotional activities.
4. Analysis of customer research, current market conditions & competitors information.
5. Work with Head of Management Team in preparing Marketing strategy for successful & profitable market launching & regular market development.
6. To take a challenge yearly turns over to increased sale & market Promotion.
7. Monitoring Showroom Sales, Stock, Credit Level and Inventory Management.
8. Selling Membrane Based Engineered Systems & Projects (UF, RO, Sediment, Carbon and others)

Achievement: Products Including for CSD Exclusive Shop, Best Electronics Ltd, Agora Super Shop, Assets Developers, Anowara Group, APS Group, India High Commission, Rajarbagh Police Mall, Opsonin Pharma, Private University, Reputed Garments and FMCG Company, Govt. Office, One Bank Ltd (Head Office & 17 Branch), UCBL (Head Office & 37 Branch), EBL (Head Office & 19 Branch), Heed Bangladesh Ltd, Develop Dhaka Wholesale markets.

6. **In-Charge, Dealer Management & Channel Sales (April 02, 2003 - December 30, 2011)**

Epique Home Appliance Ltd. (Brand- Sebec, Moulines, Tefal)

Company Location: 345, Segun Bagicha, Dhaka.

Department: Institutional Sales & Corporate Sales.

Salary: 23000+ Bonus+ Incentive

Reporting: Mizanur Rahman Laskar, Executive Director 01711541552

Duties/Responsibilities:

- # Fix up the yearly sales target & carry out the activities to achieve the target
- # Communicate the parties to create a smooth relationship with the parties
- # Collect monthly statement of sales & stock
- # Prepare yearly business plan of the department & submit it to the management for approval
- # Performance analyze & fix up the incentive scheme for the parties
- # Find out the reason behind declining sales & prepare an action plan to resolve it.
- # Monitoring Showroom Sales, Stock, Credit Level and Inventory Management.

Achievement: Products Including for Singer BD Ltd, CSD Exclusive Shop, Agora Super Shop, Pharma Company, FMCG Company, Rajarbagh Police Mall, Develop Dhaka Wholesale market, Garments And Others.

References:

1. Altaf Ali Khan
Vice President,
United Commercial Bank Ltd(UCBL)
Phone:01714-167426
Address: Keranigonj Branch
Mail: hob.krc@ucb.com

2. Mokbulla Huda Chowdhury
Sales Director,
Singer Bangladesh Ltd.
Phone: 01713-092001
Address: H#5B,R#126,Gulshan-1,Dhaka
Mail:huda@singerbd.com

I hereby declare that the above information is correct as of my knowledge and I can produce all the necessary documents for all the above mentioned activities.

Signature: