

# Md. Shoriful Islam

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## Objective:

To pursue career in Challenging & result-oriented profession where performance /Honesty is Measured through achievement. To secure a position with a well-established organization with a stable environment that will lead to a lasting relationship in the field of FMCG. To obtain a position that will enable the use of my strong organizational skills & Microsoft expertise. Distribution, Retail sales & Marketing arena considering a challenging and competitive environment where strong sense of responsibility and commitment requires for true performance achievement which in turns provides me potential avenues for learning and growing faster.

## Career Summary:

An enthusiastic Business acumen of 16+ years solid handy experiences of People, Product, Process, Promotion management with a cost saving approach at different geography of BD in Large Group of Company operating with FMCG products, where mostly I flourished with true performance and have had the success everywhere achieved by my knowledge, skills, dedication, proactive ownership approach and excel at leadership roles and enjoy working in teams.

## Career Highlights:

SL	Company	Position	Period	Duration
1	Uni LP Gas Ltd (Unitex Group)	Regional Sales Manager	1st July 2021 to Continue	0.5 Year
2	Omera Petroleum Ltd (Subsidiary of MJL.)	Area Sales Manager	1st Jan 2020 to 31 <sup>st</sup> June 2021	4.2 Years
		Area Sales in charge	1st Sep 2019 to 31st Dec 2020	
		Senior Sales executive	1 <sup>st</sup> April 2017 to 30 <sup>th</sup> August 2019	
3	New Zealand Dairy Products (BD) Ltd.	Territory Sales Executive	1st July 2015 to 30th March 2017	1.8 Years
4	Bashundhara Paper Mills Ltd	Territory Sales Executive	1st Oct 2011 to 30th June 2015	3.9 Years
5	Matador Ballpen Industries Ltd.	Territory Sales Officer	1st Feb 2007 to 30th Sep 2011	4.07 Years
6	Kohinoor Chemical Co (BD) Ltd	Senior Sales Representative	1 <sup>st</sup> January 2004 to 31 January 2007	3 Years



1.

**Unitex Group. (Unigas LPG Ltd)**

**(Regional Sales Manager)**

(July 2021–To continue)

**Working Region:** Khulna Region (21 district in South)

**Role Summary:**

Regional sales, Distribution & trade marketing strategies, implement Go-to-Market strategy, process development, Manage and develop regional distributor in an active and profitable manner and increase business relationship with key channel partners, ensure training & development of the team to ensure team capability building and deliver results ensuring benchmark execution by the team.

**Team/Region/Territory/DB Supervision included:**

- Ensure Brand availability and visibility by implementing coverage & distribution Strategies.
- Plan & implementing National business plan and National marketing and promotion programs across the assigned geography with optimum use of resources to attain brand volume, category share, channel wise distribution performance, merchandising and other specific objectives.
- Leading, developing & managing Team to exceed monthly value & volume performance, distribution correction, scheme enrollment & up-gradation, channel development.
- Driving "Route to Market" strategies as a way of life within the distributors with route review,
- distributor's financials analysis, ensuring proper ROI by covering optimum volume contributing outlets through direct service in an ever-expanding outlet universe, manpower ratio maintenance, call ratio analysis.
- Executing trade engagement programs to build and maintain an effective working relationship with distributors, local public and private stakeholders to manage smooth business operation in the Area.
- Logistics planning •Channel Development •Team Building •Team Assessment
- Field force performance analysis. Responsible for Distribution network set-up, maintenance & expansion, Lifting & IMS delivery, KPI Achievement, Customer management, Coach & develop the team. Maintain trade relationship, Internal reporting, Market planning & implementation for market development to achieve Target.
- Make sure the top and bottom-line targets of the Region.



2.

**Omera Petroleum Ltd (Subsidiary of MJL Bangladesh LTD)**

**(Assistant sales Manager/Area In charge/Sr. Executive)**

(April 2017 –June 2021)

**Working Area:** Khulna Division & Greater Faridpur

**Role Summary:**

- Plan & achieve secondary sales target.
- Preparing Annual Operation plan (AOP) including all relevant matters.
- Plan for achieving the month target by proper execution of field force.
- Plan for proper distribution & recruit new Distributor for channel development.
- GTM plan with Execution
- Made up the proper chain of communication in-between the Top level to field force.
- To combat the competitor's activities by proper Sales plan.
- Ensure brand availability & visibility.
- Identify opportunities and drive projects to improve capability build and maintain relationship with major/ large outlets

in the area.

- Ensuring the best utilization of company's resources.
- Channel development plan & implementation.



### **New Zealand Dairy Products (BD) Ltd**

(Territory Sales Executive)

July 2015-March 2017

**Working Area:** Shariatpur/Madaripur/Faridpur/Gopalganj

#### **Role Summary:**

- Achieve sales & Distribution
- Make efficient management (Salesperson and Distributors).
- Planning and Execution of sales function.
- Responsible for sales and development of Sales with distribution structure
- Monitor and implementation of distributor's business plan.
- Implementing various promotional and trade marketing campaigns in the area.
- Identify opportunities and drive projects to improve capability and build and maintain relationship with major/ large outlets in the area.
- Ensuring the best utilization of company's resources.
- Ensure Brand availability and visibility



### **Bashundhara Paper Mills Ltd**

(Territory Sales Executive)

Oct 2011 to June 2015

**Working Area:** Jashore/Narail/Magura/Jhenaidah/ Kushtia/Chuadanga/Meherpur

#### **Role Summary:**

- Sales, Distribution, Merchandising, Planning & Efficient Execution of Sales function.
- Make efficient management (Sales people and Distributors).
- Expanded distribution coverage in the assigned market.
- Ensure Achievement with new coverage area.
- Train up the field forces and drive special task.
- Meet the primary sales

5.

**MATADOR**

*Stationery*

Matador Ballpen Industries Ltd.

(Territory Sales Officer)

Feb 2007 to Sep 2011

**Working Area:** Jashore/Narail/Magura/Khulna/Bagerhat/Shathkhira

**Role Summary:**

- Meet the primary & Secondary Sales Target.
- Meet the collection target
- Monitor the sales person
- Route coverage ensure.

6.

 **KOHINOOR  
CHEMICAL**

**Kohinoor Chemical Co. (BD) Ltd.**

(Senior Sales Representative)

January 2004 to January 2014

**Working Area:** Jhalokati

**Role Summary:**

- Chase the secondary sales target
- Meet the collection target
- Monitor the delivery man
- Route coverage ensure.
- Manpower training & development
- Product merchandizing

**Achievement:**

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**Omera Petroleum Ltd:**

- YTD 2018 Gr 45% over last year (Nationally 1st Highest)
- Best Territory executive regionally 20219
- Best Area in charge Nationally 2020.

**Matador Ballpen Industries Ltd.**

- Best territory Officer 2009.nationaly

**Kohinoor Chemical Company BD Ltd:**

- Hight growth nationally 2005.

**Training/Workshop:**

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- CDQ (Consumer Delivered Quality) Training (1 day) -Omera Petroleum ltd
- Workshop on Distributor Management (3 days) – Omera petroleum Ltd
- Soft skills development 2 days - Omera petroleum Ltd.
- Foundation Training on Sales & Distribution (2 day) – New Zealand dairy products Bd Ltd.
- Negotiation skill development- Bashundhara paper mills Ltd.

## Education:

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### Degree: MBA

Degree of Certificate	:	Master of Business Administration
University	:	Nurthern
Duration	:	2011-2012. (1.6 Year)
Discipline	:	Marketing
Result	:	2.82 GPA

### Masters's degree:

Degree of Certificate	:	Masters of social science
University	:	BM.College,Barishal(National University)
Duration	:	-2005. (2 Years)
Discipline	:	Social science.
Result	:	Second Class.

### Graduations:

Year of Passing	:	2001
Group	:	BSS
Institution	:	Meherpur Gove.College
University	:	National University
Result	:	Second Division

### Higher Secondary Certificate (H.S.C) Examination:

Year of Passing	:	1999
Group	:	Humanities.
Institution	:	Meherpur Govt.College
Board	:	Jashore.
Result	:	First Division

### Secondary School Certificate (S.S.C) Examination:

Year of Passing	:	1997
Group	:	Electrical.
Institution	:	Hossanabad vocational Training Institute(Kushtia)
Board	:	Dhaka
Result	:	First Division

## Language Skills:

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Proficiency in understanding, speaking, reading and writing Bangla and English.

## Computer Skills:

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MS Word, MS Excel, Advance Excel, MS PowerPoint, Web Browsing, Internet Mailing, etc.

## Key Competencies:

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- Excellent interpersonal & communication skills
- Goal oriented and hard working.
- Like to take & win challenges.
- Flexible to work in a group.
- Habituated and able take multiple tasks at a time.

**Personal Details:**

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**Name** : Md. Shoriful Islam  
**Father's Name** : Late:Tofil Uddin  
**Mother's Name** : Mrs. Shorifa Khatun  
**Present Address** : Roshni Villa-113 no house,5 no road,  
Shonadanga 1<sup>st</sup> faze,Khulna  
**Permanent Address** : Villa- Goherpur, P.O- Pirojpur,  
P.S- Meherpur, Dist- Meherpur  
**Date of Birth** : 11<sup>th</sup> September 1980.  
**Marital status** : Married  
**Religion** : Islam (sunny)  
**Nationality** : Bangladeshi (by birth)  
**Sex** : Male

**References:**

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**Md. Jashim Uddin**

DGM

Omera Petroleum Ltd

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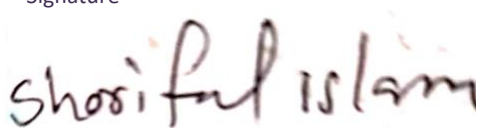
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Signature

**MD SHORIFUL ISLAM**