

## PROKASH CHANDRA GHOSH

Address: Aci Logistics Ltd(Shwapno) 270, Novo Tower(8-9th Floor) Tejgaon I/A Dhaka-1208,  
Tejgaon Industrial Area, Dhaka  
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### **Career Objective:**

To be a professional in Sales & Marketing field through my experience, skill, education and hard work leading sustain growth of the organization and build up my career as well.

### **Career Summary:**

01. Head,BDM (Franchise Expansion)@ Aci Logistics (Shwapno)
02. RSM@ TVS Auto Bangladesh Ltd as 2019 to Feb,2022.
03. RSM @ Rancon Motor Bikes Ltd from 2017 to 2019.
04. RM @ Niloy Motors Ltd (Niloy Hero) as RM from 2014 to 2017.
05. Retail Operation @ Bata Shoe Company from 2006 to 2014

### **Special Qualification:**

MBA (Regular-2.5 yrs) in Marketing from Khulna University Graduated from Forestry & Wood Technology Discipline from Khulna University

### **Employment History:**

**Total Year of Experience : 16 yrs**

#### **1. Head of Business Development Manager Franchise Expansion (0.2 yr)**

(March, 2022 - Continuing)

##### **Aci Logistics Ltd**

270, Novo Tower, Tejgaon, Dhaka-1208

##### **Area of Expertise**

Business Development (0 yr), FMCG Sales & Marketing (0 yr), Retail Operation (0 yr)

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

01. Develop and execute store expansion strategies plans in line with business priorities.
02. Understanding of market, customer and channel trends, issues opportunities and competitor activity.
03. Identify and implement alternative revenue streams & exploratory initiatives of the company.
04. Explore the best locations for store opening, including market analysis, feasibility study, site visits, and site presentation.
05. Work closely with different teams and lead work plan to achieve target number of store openings.
06. Main point of contact for leasing and tenancy negotiations and discussions with the relevant internal and external stakeholders.
07. Identifying the prospective new locations for business expansion through research and data analytics, Build a sustainable model of Proto Prediction
08. Requires a clear understanding of store profitability and levers to make the store deliver better profits
09. Rental Understanding and Research to benchmark the right rentals in the catchment for new and existing store
10. Manage expansion of the franchises, including managing the team for sourcing commercial retail sites, conducting

- feasibility studies, leading negotiations for site leasing acquisition and managing site fit out and opening
11. Leading, motivating and challenging the Expansion Team through company's values, leadership expectations and with a growth mindset.
  12. Setting and implementing the expansion strategy for the market.
  13. Managing and optimizing the portfolio for the market.
  14. Solid business cases, budgets, P&Ls, sales forecasts and managing a financially and commercially healthy portfolio within the market.
  15. Screening of investor portfolio in terms of best fit as per franchise investment bandwidth, location, and market expansion
  16. Visiting & Finalize Corporate Alliances for Franchise expansion with prospective clients brands

## 2. RSM (2.3 yrs)

(October, 2019 - February, 2022)

### **TVS Auto Bangladesh Ltd**

Tejgoan, Dhaka

#### **Area of Expertise**

Sales & Marketing (2.3 yrs)

#### **Duties/Responsibilities**

Duties & Responsibilities:

1. Dealer Management Appointment, set up, regular monitoring, development & evaluation
2. Target vs achievement Sales, Service & Spares
3. Promotional activities BTL & ATL planning & execution
4. Network expansion Market study, dealer searching, justify & evaluation
5. 3S completion and training the manpower toward update regarding Sales, Service and Spares
6. Team driven toward target oriented All team members likely Territory Managers, Service Engineers, Mechanics & also dealers manpower
7. Report preparation likely Market share Brand wise and segment wise, competitors activities tracking, promotional activities Service & Sales, Projection & forecasting, Bike requirement for 3 months ahead, Budget & execution etc.
8. Dealer manpower training Both sales staff & service staff & evaluation
9. Retailing strategy build up Way out of promotional tools for retail and dealer development.
10. Dispatch strategy build up and stock monitoring model wise & colour wise etc

## 3. Regional Sales Manager (2.1 yrs)

(August, 2017 - September, 2019)

### **Rancon Motor Bikes Limited, Suzuki Bangladesh, Rangs Group**

Tejgoan, Dhaka

#### **Area of Expertise**

Sales & Marketing (2.1 yrs)

#### **Duties/Responsibilities**

1. Dealer Management( Appointment, set up, regular monitoring, development & evaluation)
2. Target vs achievement(Sales, Service & Spares)
3. Promotional activities(BTL & ATL planning & execution)
4. Network expansion ( Market study, dealer searching, justify & evaluation)
5. 3S completion and training the manpower toward update regarding Sales, Service and Spares
6. Team driven toward target oriented( All team members likely Territory Managers, Service Engineers, Mechanics & also dealer`s manpower)
7. Report preparation likely Market share( Brand wise and segment wise), competitors activities tracking, promotional activities (Service & Sales), Projection & forecasting, Bike requirement for 3 months ahead, Budget & execution etc.
8. Dealer manpower training( Both sales staff & service staff & evaluation)
9. Retailing strategy build up ( Way out of promotional tools for retail) and dealer development.

10. Dispatch strategy build up and stock monitoring model wise & colour wise etc
11. Customers care management, Customer education programme, Customer relationship and loyalty build up strategy etc
12. Local Mechanic engagement strategies and follow up etc

#### 4. Regional Manager (3 yrs)

(July, 2014 - July, 2017)

##### **Niloy Motors Ltd**

Nitol Niloy Tower, 69 Nikunja-2, Khilkhet, Dhaka-1229

##### **Area of Expertise**

Sales & Marketing (3 yrs)

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

1. Ensure achievement against target Retail & Dispatch of Bike
2. Ensure achievement of spare parts
3. Expansion of Network/ Dealers and evaluation as per company's goal
4. Planning & execution of promotional activities-BTL & ATL both
5. Order collection and ensure payment for completing delivery process
6. Daily sales report collection and submit to the concern
7. Monthly preparation of promotional estimates and distribute as per
8. Monthly marketing budget preparation & execution
9. Monitoring & supervising of service campaigning, FCC, FSC, MTP, CEP etc
10. Driving & motivating the team towards the target oriented
11. Monitoring competitor for strategic planning and execution purpose
12. MIS both competition and company for strategic planning purpose
13. Training both company and dealers staff for sales & service technique up gradation
14. Dealer Management-Sales, Service & Spares promotion, monitoring & evaluation
15. Regular meeting with team for dealer handling, Claim settlement issue, promotional activities etc

#### 5. Area Manager (2.5 yrs)

(January, 2012 - July, 2014)

##### **Bata Shoe Company(BD) Ltd**

Tongi, Gazipur

##### **Area of Expertise**

Distribution/ Supply Chain Management (0.8 yr), Retail Stores/ Shops (0.8 yr), Sales (0.8 yr)

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

Duties & Responsibilities:

- ? Achieve business target both in pairs & turnover
- ? Manage the Stock of Store under the business District
- ? Identify locations for new stores, negotiate rent and propose agreement for signing in the Area
- ? Control store expenses in particular personnel cost, productivity & rent
- ? Ensure visual merchandise as per company guidelines
- ? Visit store/area as per traveling plan to implement specific program for business expansion
- ? Relocate/close stores as per Plan and ensure excellent customer service
- ? Report Daily, Weekly & Monthly sales report to the operation manager
- ? Prepare business plan & yearly budget for the assigned area
- ? Strictly follow up new stores performance
- ? Develop & train the outlet/store sales force
- ? Communicate and follow-up Shop Managers' reaction of new articles
- ? Meet/ exceed other KPI targets set time to time

**6. Sr. Retail Officer (0.4 yr)**

(July, 2011 - December, 2011)

**Bata Shoe Company(BD) Ltd**

Tongi, Gazipur

**Area of Expertise**

Corporate Marketing (0.1 yr), Retail Stores/ Shops (0.1 yr), Sales (0.1 yr)

**Duties/Responsibilities**

1. Monitoring the sales daily against target area wise
2. Clearing the age merchandise by promotional activities
3. Controlling the stock /stock management
4. Analysis age merchandise as per store/area/zone
5. Target vs achievement area/Zone wise

**7. Distribution Officer (0.9 yr)**

(July, 2010 - June, 2011)

**Bata Shoe Company(BD) Ltd**

Tongi, Gazipur

**Area of Expertise**

Distribution/ Supply Chain Management (0.4 yr), Supply Chain (0.4 yr)

**Duties/Responsibilities**

1. Sourcing and distribution of ready goods to the store as per store profile and requirement
2. Stock Management as per Show Room profile
3. Monitoring sales as per Show Room and take distribution strategy as per sale
4. Profiling the Show Room as per Sales of the Show Room
5. Target vs Achievement
6. Product wise target vs achievement
7. Ensure right product in right showroom on time

**8. Retail Officer (3.8 yrs)**

(August, 2006 - June, 2010)

**Bata Shoe Company(BD) Ltd**

Tongi, Gazipur, Dhaka

**Area of Expertise**

Marketing (1.2 yrs), Retail Stores/ Shops (1.2 yrs), Sales & Marketing (1.2 yrs)

**Duties/Responsibilities**

1. Managing and motivating staff
2. Making sure that your store meets sales targets
3. Age Merchandise find out and circular preparation for liquid out the old & slow moving merchandise
4. Managing stock levels as per showroom and Area
5. Analysing sales figures and take initiative to increase sales
6. Forecasting sales and inform to merchandise department
7. Dealing with aging stock and promotional plan
8. Training the showroom salesman for product knowledge and sales technique

**Academic Qualification:**

Exam Title	Concentration/Major	Institute	Result	Pas.Year	Duration	Achievement
Master of Business Administration (MBA)	Marketing	Khulna University	CGPA:3.25 out of 4	2007	2 .5 years	Good
B.Sc.(Hon's )	Forestry	Khulna University	CGPA:3.48 out of 4	2002	4 Years	Very good
HSC	Science	Satkhira Govt. College, Satkhira.	First Division, Marks :63.9%	1997	2 years	Good
SSC	Science	Nagarghata Kabi Nazrul Bidyapith, Tala, Satkhira	First Division, Marks :79.6%	1994	2Years	Star Marks( Excellent)

**Career and Application Information:**

Looking For	: Top Level Job
Available For	: Full Time
Present Salary	: Tk. 120000
Expected Salary	: Tk. 150000
Preferred Job Category	: Marketing/Sales
Preferred District	: Anywhere in Bangladesh.
Preferred Country	: Austria, Canada, Finland, Italy, Japan, United States
Preferred Organization Types	: Telecommunication, Manufacturing (FMCG), Wholesale, Shipping, Multinational Companies, Tea Garden, Direct Selling/Marketing Service Company, Group of Companies, Automobile

**Specialization:**

Fields of Specialization	Description
<ul style="list-style-type: none"><li>Consumer Durables - Sales &amp; Marketing</li><li>Distribution/ Supply Chain Management</li></ul>	MS Office (MS Word, MS Excel, Power Point), Adobe Photoshop,

**Extra Curricular Activities:**

Attended one day workshop on Organizational behavior headed on "Effective Communicative Training Programme 2004" conducted by British America Tobacco arranged by Business Administration Discipline, Khulna University.

**Language Proficiency:**

Language	Reading	Writing	Speaking
Bangla	High	High	High
English	High	High	High

**Personal Details :**

Father's Name : Netai Pada Ghosh.  
Mother's Name : Bishakha Rani Ghosh  
Date of Birth : May 26, 1978  
Gender : Male  
Marital Status : Married  
Nationality : Bangladeshis  
National Id No. : 4620068686  
Religion : Hinduism  
Permanent Address : Vill:Jhargachha P.O:Senergnati, Patkelghata, Tala, Satkhira 9421  
Current Location : Dhaka  
Blood Group : O+

**Reference (s):****Reference: 01**

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