

MOHAMMAD ROFI

Kut Sholakia, Kishoreganj Sadar, Kishoreganj

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Career Objective: I love sales & marketing related works, I want to learn more about it. I believe that my future is in my hand. If I will get the opportunity then confidently I will try to prove myself as a hard worker.

Employment History:**1. Territory In-Charge – HATIL Complex Ltd.**

Time: from 2017 May to continue

HATIL Complex Ltd.

Company Location: 8 Shewrapara, Rokeya Sharani HATIL Complex Ltd. Mirpur, Dhaka-1216

Department: Sales & Marketing.

Responsibilities:-

- Monitor Outlets and ensure company guidelines are strictly followed by the dealers.
- Providing support, Information, Guidance and Service improvement.
- Increasing brand & product quality awareness to the customers & increasing sales
- Prepare various analytical reports by collecting, analyzing, summarizing and send to management.
- Maintain relationship with dealer management.
- Providing adequate training to sales team.

2. Sr. Executive Sales - Honda Motorcycle

Time: from 2016 May to April 2017

“Wings Bd Ltd” HONDA Authorized Dealer in Dhaka City

Shilpa Plot #Ka/6, Panthapath (FDC Rail Crossing) Tejgaon I/A Dhaka-1208

Department: Sales & Marketing

Responsibilities:-

- Maintaining & developing strong relationships with the existing customers
- Gathering market, customer information & resolve all customers issues & complaints
- Collect information about competitor activities & monitoring competitor's activities
- Prepared daily, weekly, monthly sales report & reporting to the manager
- Achieving sales target provided by the company daily, weekly & monthly

3. Distribution Manager - Airtel Bangladesh Ltd, Kishoreganj

Time: from December 12 to April 2014

M/S Haque Electronics Kishoreganj Distribution House

Department: Sales & Account

Supervise: 17 (11 Field Sales Executive, 01 IT, 01 Account, 02 Brand Promoters, & 02 Runners)

Responsibilities:-

- Monitoring distribution activities (sales and service)

- Management and Monitoring of distribution staffs
- Regular sales reporting to territory manager
- Training & development of staff working on sales & service
- Complete responsibility of distribution of retailer commission
- Maintenance of monthly office accounts and stocks

Academic Qualification:

Exam Title	Major	Institute	Result	Pas.Year	Duration
MBA	Marketing	Ahsanullah University of Science & Technology.	CGPA:3.00	2016	2 Year
M.sc	Geography & Environment	National University	Second Class	2011	1 Year
B.sc	Geography & Environment	National University	Second Class	2010	4 Year
H.S.C	Humanities	Gurudayal Gov't College, Kishoreganj.	CGPA: 3.8	2006	2 Year
S.S.C	Humanities	Azimuddin High School, Kishoreganj.	GPA: 2.06	2004	2 Year

Training Summary:

Training Title	Topic	Institute	Location	Year	Duration
Six month Computer training program	Computer Application Course	Urban Social Service Program (Ministry of Social Welfare)	Kishoreganj	2010	6 Month

Passion: Travelling, Biking, Playing cricket.

Personal Details:

Father's Name : Late Mohammad Shahidullah
 Mother's Name : Salma Begum
 Date of Birth : October 15, 1987
 Gender : Male
 Nationality : Bangladeshi
 Religion : Islam
 Current Location : B.Baria Sadar

Referee:

Mr. Joy Koirala
 Area Sales Manager.
 Robi Axiata Ltd.
 Gazipur
 Mobile: +8801610002433
 Relation: Professional

Mr. Masudul Hasan
 Associate Professor, Geography & Environment
 Govt, Gurudayal College, Kishoreganj
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 Relations: Academic

1. Why do you apply to Honda?

Honda is the world's largest and renowned manufacturer of not only motorbikes but also for motorcars and related accessories. A Japanese brand, trusted all over the world for the precision and quality of its products is also the pioneer at its best. I worked with the Honda Authorized Dealer, 'Wings Bangladesh Limited' as Senior Sales Executive and I came across the features, advantages and characteristics of CB-Trigger, CB-Shine, Drem-Neo, Wave Alpha and other products including Honda Lubricants and accessories. I came to know that Honda Bangladesh is trying to expand its coverage in Bangladesh.

It will be an enormous opportunity for me if I can contribute in this expansion process with my yesteryears experience and I will be proud to be part of a global company like Honda.

2. What and how will you contribute to Honda?

My expertise is in sales, marketing and business development. I was the distribution Manager for Airtel distribution house and expanded the business of Airtel Bangladesh around Kishoreganj district and adjacent areas. My business development experience started from there and indeed I am confident that I can use that experience in Honda also.

I was a Senior Sales Executive in Wings Bangladesh Limited and I contributed in the growth of Wings Bangladesh Limited in all their branches. I also supported in the promotion of Honda Lubricants within the Dhaka market. I know the Honda motorbikes, their features, characters and I know the pulse of each motorbike. I am also exposed to the details of the Honda accessories. These all will help me to move fast with the company goal of Honda.

At present, I am working with HATIL Complex Limited as a Territory In-Charge and managing the sales and marketing of HATIL products in 03 Districts. I have been learning new ways of brand promotion and my work entails exploration of new communication strategies to promote my brand.

I have gone through the responsibilities demanded by Honda Bangladesh for the job I am applying. I am confident enough that I can perform those responsibilities with my experiences and skills in doing such. I have been managing dealers for many years and I am excellent in building relationship for company growth which always helped me in expanding company interest and also in dealer development. I am always consistent in regular dealer visit, market visit and market analysis. I also have adequate knowledge on other company's motor-bike features which will also help me in dealing with the competitive market.

I am honest, pro-active and solution driven an individual. I love to work in an organized way, I am very much constructive with my team and I am precise in my ways of work. And I love motorbikes.

3. Do you have motor driving license? Do you have motor cycle?

Yes, I do have a motor driving license and I was driving motorbike for more than 08 years. For last 1.5 years, I was not in a necessity to have a personal motorbike.