

S. M. MAHMUD REZA TUFU

Date of Birth: 11-Sept-1993 | Contact : 01680-095596

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EDUCATION:

- JAN-2018
Continuing Institute of Business Administration (IBA),
Jahangirnagar University
Master of Business Administration (MBA)
Major: Marketing & Qualitative Business Analysis
CGPA: Appeared
- MAR-2012
JAN-2017 Dhaka City College, National University
Bachelor of Business Administration (BBA)
Major: Marketing
Focus on: Integrated Marketing Communications, Consumer Behavior,
Service Marketing, Strategic Marketing Management, Brand Management
CGPA: 3.07
- APR-2010 Dania University College
Higher School Certificate (HSC)
Board: Dhaka
GPA: 4.80 (Business Studies)
- MAR-2008 Rotary School Khulna
Secondary School Certificate (SSC)
Board: Jessore
GPA: 4.00(Business Studies)

WORK EXPERIENCES:

- Sept-2020 Pandamart (Foodpanda Bangladesh Ltd.)
Present Sr.Executive, Category Management

Responsibilities:

- Ensuring availability, hunting deals and ensuring communication and achieving collective goals of orders, revenue and margin.
- Constant communication with suppliers to build a strong relationship to ensure uninterrupted supply of products and promotion.
- Ensure assigned categories have the best assortment and competitive prices in the market through local and international sourcing.
- Preparing zone wise assortment and designing promotional campaign to increase orders.
- Providing insights to the marketing and supply chain teams to forecast demand and ensure consistent supply, ensuring visual merchandising, and promo communication.
- Ensuring smooth payments to suppliers with proper reconciliation and documentation.
- Provide insights to the marketing and supply chain teams to forecast demand and ensure consistent supply.
- Weekend and Month long promotional activity planning and analyzing business impact.
- Work to develop new sourcing and extended range to ensure we have high quality, good value goods available to our customers year-round



TECHNICAL SKILLS:

MS Excel	<div><div></div></div>
MS PowerPoint	<div><div></div></div>
SAP	<div><div></div></div>
EPS	<div><div></div></div>
Salient	<div><div></div></div>

LANGUAGE:

Bangla	<div><div></div></div>
English	<div><div></div></div>
German	<div><div></div></div>

STRENGTH:

- * Detail-oriented
- * Can prioritize and organize
- * Can Handle pressure well
- * Tech-savvy
- * Can lead

Achievements in Commodity Retail:

- Built a strong relationship with supplier specially with commodity and FMCG. (BEOL, City, Fresh, Bashundhara, Pusti, Uniliver, Marico, Nestle, Reckitt, IBPL, Transcom)
- Non margin other income confirmed .50 Cr per month from 8 suppliers.
- Ensured major SKU of edible oil sales growth avg 35K pcs (Jan 22 - Apr 22) initially it was 18-20 K (Jun 21 - Dec 21) per month.
- Revenue target achievement in Q1 84.88%. FM achievement 72%.
- Non moving , Slow moving, expired products return target achievement 91%.

WORK EXPERIENCES:

MAR-2018
Aug-2020

ACI Logistics Ltd. (Shwapno)
Business Analyst

- Supplier wise and subcategory wise non margin income identification for company level PNL posting.
- Month on month business data analysis and communicate with category for immediate action.
- Coordinating Finance team, category team and supplier for improving payment module and ensuring faster replenishment.
- Advance supplier and credit suppliers ledger reconciliation and taking action to mitigate any issue.
- Subcategory wise business data analysis, Same period last month, last year, CAGR, GMROI analysis and leading supplier margin negotiation.

WORK EXPERIENCES:

MAR-2017
FEB-2018

ACI Logistics Ltd. (Shwapno)
Executive, Commodity category

Responsibilities:

- Commodity business portfolio analysis
- Product type wise sensitivity analysis
- Promo effectiveness, business projection and impact analysis.
- Basket association , cross category business growth finding.
- Sales, GPV, Margin, Footfall tracking, business projection and impact.
- Loose commodity supply chain cost analysis, tracking landing cost.
- Identifying slow moving, non moving product and delisting as per performance.
- Market Survey, Competitor survey.

NOV-2016
JAN-2017

Internship
ACI Limited (Department of Consumer Brands)

- Media Management
- Preparing advertisement content
- Promo planning
- New packaging research
- Market survey

HOBBIES

- Travelling
- Bike Riding
- Fitness workout
- Music & Movies

REFERENCES:

Delara Farooq

Head of Category

Pandamart, Foodpanda Bangladesh Ltd.

Mobile: 01731-914138

Saiful Alam

Business Director

Commodity, General Merchandise Category

ACI Logidtics Ltd. (Shwapno)

Mobile: 01918111222