

MD. SALAUDDIN MISHAL

*15/1, Fulkoli road, Bidurpara,
Dakshinkhan, Dhaka-1230.*

Telephone: 01722223770

Email: mishal.herobd@gmail.com

Application for the position of “Regional Manager- Field Sales”

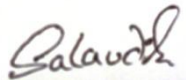
Dear Sir/Madam,

In response to your job advertisement, I would like to apply for the position of “Regional Manager- Field Sales”. I understand from your advertisement that your organization needs young and dynamic people for dealer development, dealer handling and sales prospects. And I think, in Bangladesh’s motorcycle market Honda is most promising and strong brand of motorcycle. That’s why I want to be a part of the team. And you can notice from my enclosed resume that, I have worked with dealer development throughout Bangladesh. So, I think I have adequate knowledge of dealer expansion and dealer handling techniques. As well as dealer manpower’s training for sales growth and market share. That’s, why I think I will be an ideal candidate for the position to explore myself.

And also want to inform you that, I have a valid driving license.

Thanking you.

Salauddin Mishal



Encl: 1. Resume

MD. SALAUDDIN MISHAL

House No-15/1, Fulkoli Road, Bidurpara,
Dakshinkhan, Uttara, Dhaka-1230.
Telephone: 01722223770 (Cell)
Email: mishal.herobd@gmail.com



About

A skilled and dedicated young professional with above 8 years of experience in the field of Dealer Appointment, Dealer Management, Negotiation, Problem Solving, Sales Volume, Market Share, Marketing Activity and Corporate Marketing.

Experience

1. Niloy Motors Ltd.

Assistant Manager and Team Lead

Dealer Network Development (Hero Motorcycle)

From April, 2015 – Continuing

Responsibilities:

- Setup nationwide (3S, 2S and 1S) dealers of Hero Motorcycle, Service and Spare Parts based on market opportunities.
- Ensure VI (Visual Identification) at every dealer point.
- Advise and consult dealers for any business opportunities.
- ROI calculation and profitability analysis of dealers.
- Prepare dealer policy and amend when needed.
- Ensure compliance at every dealer point.
- Implement continuous development at every dealer point.
- Prepare strategy for non performer dealers by Root Cause Analysis and nursing them.
- Replace dropout/closed dealers.
- Arrange meetings with dealers when issue arises.
- Visit dealer points throughout country.
- Ensure dealers manpower training from company.

Achievements:

- Successfully setup 360 (3S, 2S, 1S) dealer throughout country just within 6 years. It's the highest among motorcycle companies in Bangladesh within such time.

Branch Manager

Sales & Marketing- Company's own showroom (Hero Motorcycle)

From April, 2014 – April, 2015.

Responsibilities:

- Sales volume, service reporting, spare parts and market share for assigned showroom.
- Understanding customer needs and developing potential customers.
- Execute extensive marketing activity (BTL) throughout territory.

2. Eco Colour Chem
Marketing Executive
From August'12 to March'14.

Responsibilities:

- Visit potential textiles, motivate them about the products and sell in bulk quantity in form of L/C or local purchase.
- Provide indenting support to key customers.
- Follow up L/C and credit monitoring.

Experience in Project Works

Project Title: Top Gear (With **McKinsey & Company**)

Project Duration: Sept'17 to Feb'18

Top Gear project emerges- To enhance presence in market, to enhance of market share, to boost up sales of Hero Motorcycle.

The project is carried out on 10 Districts and planned to set 13 qualitative dealer networks on these district for above mentioned reasons:

- High TIV.
- Strong competitor presence.
- Economically strong zone.
- Communication system.
- Connectivity of these areas.

Initiatives taken to reach on goal:

- Market Survey
- Statistical Data Analysis
- Set as highest priority.
- Dealer search advertisement at National Daily Newspaper.
- Field visit
- Activate dealership.

Impact:

- 15 dealer setup at 9 districts.
- Additional 816 Unit Sales per month after 1 year.
- Additional 3500 Unit Service Reporting per month.
- Additional Spare Parts Consumption- 9,00,000 (approx) BDT worth per month.

Professional Qualification:

Marketing Competencies for Managers
Institute of Business Administration, IBA, DU
36 Hours course on Marketing Competencies
March'20 to September'20.

Academic Records

- **Master of Business Administration (MBA)**
Patuakhali Science and Technology University
Major in **Marketing**
CGPA of **2.98** out of 4.00 scales
Completion year: 2014

- **Bachelor of Business Administration (BBA)**
Patuakhali Science and Technology University
Major in **Marketing**
CGPA of **3.10** out of 4.00 scales
Completion year: 2012
- **Higher Secondary School Certificate (HSC)**
Shahid Ramijuddin Cantonment College
CGPA of **4.30** out of 5.00 scales
Completion year: 2007
- **Secondary School Certificate (SSC)**
Banani Biddaniketon
CGPA of **5.00** out of 5.00 scales
Completion year: 2005

Skills

Computer Competencies:

Adequate Skills on MS Word, MS Excel & MS Power point.

Communications:

- Command on English and Bangla Language both Written and Verbal Form.
- Communicate efficiently Through E-mail, Internet, and Video/Voice Conferencing.
- Able to Write Official Letter and Correspondence.

Training Completed:

1. Art of Selling.
2. Business Communication
3. Dealer Management.
4. Excel for professionals.
5. Emotional Intelligence.
6. Stress Management.
7. Leadership Skill Development.

Hobbies

Travelling.

Extra Curricular Activities:

- Band Leader and the Lead Guitarist of the band 'Tirjok'.
- Chief of Event Management Wing of the Business Club of PSTU.
- A member of Tournament Management Committee of PSTU.

References

Md. Bodroddoza

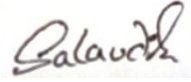
Head of Sales- TVS Auto Bangladesh Ltd.
2 Wheeler Business.
Cell: 01755978888
Email: bdoza123@gmail.com

Mahbub Alam

Head of Sales- Nitol Motors Ltd
Passenger Car Boarding Unit - Tata Motors
Cell: 01715592883
Email: mahbub1583@yahoo.com

Personal Information's

Father's Name : Md. Idris Sikder
Mother's Name : Feroza Begum
Date of Birth : July 18, 1990
Nationality : Bangladeshi by birth
Religion : Islam
NID No : 8667784501

**Declaration:**

I hereby declare that, the above information's are correct.

.....
Signature