

SARUP CHANDRA DAS

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Applicant Profile

Career Objective:

To develop a successful career in a sound organization which ensures me to meet the organizational objectives with strong commitment, devotion, hard work, sincerity and help me to serve both the organizational as well as my personal interest and also to develop my career in the dynamic environment of any target oriented and customer related job.

Key Strengths

- Self-motivated & proactive.
- A team player with leadership qualities.
- Ready to take any kind of challenges.

Career Summary:

A dynamic, prudent sales professional having around 6.6 years working experience in Three major MNCs (Marico Bangladesh Ltd, IBPL & C. P Bangladesh Co.,). Skilled in Negotiation, Business Planning, Sales and Distribution, Team Development and Teamwork. I am versatile and flexible individual and able to adopt myself to different situations. Now I am working at Marico Bangladesh limited as an Assistant Manager-Sales (STM).

Company Name	Designation	Department	From	To
Marico Bangladesh. Ltd.	Assistant Manager-Sales (STM)	Sales	2-May-16	Continuing
IBPL (A Subsidiary of The Coca-Cola Company)	Officer- Sales (Area In Charge)	Sales	1-Jan-15	30-Apr-16
C. P. Bangladesh Co., Ltd	Sr. Officer, Business Development	Sales	15-April-13	31-Dec-14

Training Summary:

Training Title	Topic	Institute	Country	Location	Year	Duration
SalesPro Simulation Workshop	Analytics Driven Decision Making	enParadigm (India)	Bangladesh	Gulshan: 1, Dhaka.	2019	2 Day's
Relationship Management Program (Mini RMP)	Managerial Grid	Homi Mulla Associates (India)	Bangladesh	Savar BRAC CDM, Dhaka.	2019	3 Day's
TDOM	Territory & Distribution	Marico Bangladesh Ltd	Bangladesh	Dhaka	2018	2 Day's
SPARK	Behavioral	Coca Cola Bangladesh Ltd	Bangladesh	Dhaka	2015	1 Day

Employment History

Company Name : Marico Bangladesh Ltd.
Position : Assistant Manager-Sales (STM) (May 02, 2016 to – Till now)
Location : Dhaka Metro.
Job Responsibilities & Outcome:

- **Sales Focus:** Ensure achievement of monthly, quarterly and annual secondary Sales Targets within laid down business terms for all brands. Sales target setting and monitoring for DSR & Distributors.
- **Coverage, Distribution & Trade Management:** Ensure periodic coverage with call frequency as per norms. Enhance productivity of salesman. Ensure category availability. Find out the gaps with proper distribution drive. Plan and design different customize program to enhance sales.
- **Visibility & Activation:** Secure primary and secondary visibility as per plan in all key Outlets. Determine execution plan of Merchandisers. Plan and execute activation to all targeted outlets. Recommend special activation/projects for own area.
- **Distributor Management:** Create distributors assessment reports. Educate & train distributors on internal systems and processes. Manage distributor's pipeline, investment and infrastructure. Conduct periodic review of distributor's performance, financial health and ROI and take corrective actions.
- **Training & People Development:** Work with DSR, Supervisor, and Merchandiser in the field and train him on improving his performance regularly. Train & Develop team to take up more challenging assignments to drive the business forward.

Key Achievement:

- Best TM for Business & KPI in YTD 2018-2019.
- Achieved 17 % Sales Growth Q1 in YTD 2019-2020.
- Achieved 18% sales growth in YTD 2018-2019.
- Achieved 17% sales growth in YTD 2017-2018.
- Achieved 9 % sales growth in YTD 2016-2017.
- Achieved Champion Award in 2016 -2017 for Highest WS Milon Mela Growth.

How:

1. Ensure Basic Distribution Hygiene:
 - Horizontal Expansion-o/l base 2000 to -3000 direct coverage through Distributor and managed by company software.
 - Ensure the 100 % Coverage & Coverage Growth is 15% from Q1 to Q2, Also 35 % BPD Growth Q1 to Q2 which helps gain to More Value.
 - Ensure Discipline at filed force level-like Timing, TAB Usage, and Bill Print Memo 100% Outlet Level.
 - Way Forward for Daily Achievement, Block Achievement & Month Achievement. Also Proper plan for NPLP at Outlet & Beat Level.
2. Distributor Engagement:
 - Ensure Distributor Profitability which is 41% ROI. So that distributor is more involved in business & takes care of Business. Also trained him System & Process for MBL.
3. DSR & Deliveryman Engagement:
 - Reward given to DSR & Deliveryman for Performance after Block Closing & Month Closing.
 - Team Bonding Activities.
 - To build up mentally strong counselling individual DSR Level.
4. Special Drive Day:
 - Day wise & Beat Wise Brand Dive in Every Week. Drives Continue based on market nature.
5. Executed Special Project Exclusive Cosmetics & Chemist Service.

Company Name : International Beverages Private Limited (A Subsidiary of The Coca-Cola Company).
Position : Officer- Sales (Area In Charge) (January 01, 2015 to – April 30, 2016)
Location : North Bengal.
Job Responsibilities & Outcome:

Sales:

- Direct and Manage front-end sales staff to achieve sales objectives and volume growth for the assigned sales routes and distributor areas.
- Ensure compliance of merchandising standards in outlets through continuous trade visits.
- Manage placement of sales generating assets (SGA) to improve productivity; and ensure regular tracking of assets in adherence with company asset policy.

Sales promotion program:

- Effectively implement sales, promotional, merchandising and advertising programs as specified and assigned for the specified routes and distributor areas.
- Manage an allocated discount budget including continuous tracking and periodic reporting.

Distribution:

- Regularly monitor distribution gaps and take corrective actions in terms of servicing the assigned outlets.
- Establish and retain market leadership and increase numeric distribution in all product categories.
- Constantly work with distributors and the internal supply chain in order to ensure availability of products at the right level according to market demand at any point of time.
- Regularly monitor, analyze and review periodic activity reports and recommend improvement actions as appropriate.

Sales team development:

- Execute on-the-job training (OJT) plan for front-end staff with a view to improving functional skills and implementing capability initiatives.

Business Plan:

- Prepare yearly business plan for assigned area as per the coverage, growth and investment plan of the company.

Key Achievement:

- Achieved 27% sales growth in YTD 2015.
- Created extensive distribution network in rural market.
- Appointed 3 DBs & 32 Sub DBs.
- Successfully implementation of DB automation system and Pre sell model in Direct Distribution.

Company Name : C. P. Bangladesh Co., Ltd
Position : Sr. Officer, Business Development (April 15, 2013 to 31st Dec, 2014).
Location : Dhaka.
Job Responsibilities & Outcome:

- Appointed new franchise in different location part of Bangladesh & appointed 150 franchises.
- Location survey & feasibility study for business opportunity.
- Presented to top management regarding Location survey & forecast business. Also classify the ROI for Chosen Location & Business Sustainability.
- Worked with Cross functional team sales, marketing & supply Chain regarding franchise agreement to handover.

- Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.
- Meet the company sales & revenue target with proper planning and execution with extended standard skill, capability and customer focus.

Education

Exam Title	Concentration	Institute	Result	Pass Year
MBA	Finance	American International University-Bangladesh	3.72 Out of 4.	2012
BBA	Accounting & Finance	American International University-Bangladesh	3.69 Out of 4.	2010
H.S.C	Business Studies	Bhawal Badre Alam Govt. College	3.70 Out of 5.	2006
S.S.C	Science	Jamalpur R.M. Bidyapith	2.88 Out of 5.	2003

Language Proficiency

Language	Reading	Writing	Speaking
English	High	High	High
Bengali	High	High	High

Computer Literacy

MS Word, Email Communication, Excel Business Level Skill, Internet, Word processing & Windows.

Personal Details

Father`s Name : Adir Chandra Das
Mother`s Name : Sumati Rani Das
Date of Birth : 01 September, 1987.
Gender : Male
Marital Status : Married.
Permanent Address : Vill: Iswarpur, Post: Dkhainbag, Thana: Kaliganj, District: Gazipur.

References

Name : Md. Mohammad Riad Mia
Designation : Regional Head-Sales
Organization : Robi Axiata Limited
Contact : 01833182589

Name : Md. Aminul Islam
Designation : Manager-Sales
Organization : International Beverages Private Limited (The Coca-Cola Company)
Contact : 01799990007

I hereby declare that above information is true and correct to the best of my knowledge. I understand that if any information given is found false/incorrect, I am liable to be rejected.

(Sarup Chandra Das)