

01 March 2021

Head of HRM
Bangladesh Honda Pvt. Ltd.
Monem Business District
East Tower (10th Floor)
111 Road, Bir Uttam CR Dutta Road
Dhaka 1205

Dear Sir,

I am writing in reply to the posted Regional Manager- Field sales

Having earned my Master in professional Marketing from university of Dhaka, I understand the marketing strategy for informed academic counseling and program planning in a higher education environment. I have also experienced in sales and marketing in auto mobile industry.

I have worked in different sectors in different companies, Now I have been with Nitol Motors Ltd(TATA Division) for the last 9 years, Throughout my Professional Career, I have experienced different Policies, Beliefs, Management ,Principles under different companies. But the Fundamental beliefs, Management policies, company principles of Bangladesh Honda Limited are incomparable to those of other companies. The fundamental beliefs (initiative, equality and trust) are the most important things that attracted me much. I consider it wise to work under this kind of beliefs. I think I would be able to work with creative thinking with responsibility. There is much opportunity of creativity. I think I will not be judged by my educational background or which region I have come from or which religion or race I belong to but be judged by only performance. Mutual trust is another important factor which inspired me much to go for Bangladesh Honda limited. Mutual trust is a must for smooth work atmosphere, learning new things, gathering new experiences and sharing those experiences with different individuals working at different levels, coming out of my deficiency etc. I think I will avail myself of those benefits as well as opportunities mentioned above in this company rather than other competitive companies

My Previous job working as an Area sales Manager at Nitol Motors Ltd (TATA Division) provided me with the ideal experience for the position. For 12 years, I developed many of the skills required for this job. In particular, automobile sales skill and managerial experience make me an ideal candidate for this position. For example, at my last job, I managed a sales team of nine employees and four dealer and we had the top sales record of our company region and when I was a territory officer at Dhaka Tobacco Industries ltd, I managed forty four to fifty employees .I can bring my successes and experiences to this position.

I have driving valid license and drive Motorbike from 13 years.

Sincerely,
RAFIQUEL ISLAM
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RAFIQUEL ISLAM

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**OBJECTIVE**

A resourceful individual with a proven track record in implementing successful marketing strategies, boosting organic traffic and improving search rankings seeks a position of Marketing Manager at an organization to maximize brand awareness and revenue through integrated marketing communication.

**WORK
EXPERIENCE**

Company Name: Nitol Motors Ltd.
Designation: Manager
Responsible Area: Area Sales Manager (ASM)
From: 27 August 2012 – Present

Responsibilities:

- Establish operation strategy in a team for improving sales
- Prepare data and information for making regular report data analysis
- Distributing monthly sales target received from PM among the executives
- Identify new business opportunities in various routes to maximize market coverage
- Maintain liaison with local influential persons, spoke person, motivators and govt. authority
- Supervise auto fair, Demo and other promotional activities

Company Name: Dhaka Tabaco Industries Ltd.
Designation: Territory Officer
From: 25 December 2010 – 31 July 2012

Responsibilities:

- Supervise the sales team and execute daily sales activities to ensure sales target achievement and maintain trade relations with business partners
- Driving between different branches
- Ensure each sales representative is equipped and driven to fulfill clients' present and future needs through consultative engagement
- Implement corporate planning & policies in the market in line with sales forecast achievement
- Develop territory, market penetration and sales execution strategies to consistently attain and exceed goals
- Influencing consumer buying habits

- Enhancing the distribution and availability of products in retail outlets
- Create a strategy to grow the territory by building long term customer relationships
- Attending all relevant trade shows and exhibitions
- Recruiting, Train, Motivate and Coach a team of full time sales representatives
- Maintaining and updating territory records of all customers
- Look after depot operations of assigned territory

Company Name: The ACME Laboratories Ltd.
Designation: Medical Representative
From: 22 May 2009– 31 July 2010

Responsibilities:

- Visit doctors and healthcare professionals to promote company products and generate prescription.
- Visit pharmacies for collecting order to achieve sales target assigned by the company.

EDUCATION

Masters of Professional Marketing ,University of Dhaka- 2020
Masters of Business Studies, National University-2007
Bachelor of commerce, National University-2006
Higher secondary Certificate, Dhaka Board -2002
Secondary School Certificate, Dhaka Board-2000

KEY SKILLS

Microsoft Office package: Microsoft Word, Excel, Access, Power Point,
 Lotus Notes, Functioning of ERP
 Team Leadership Personal Traits
 Business Competency
 Functional Exposure

Achievement

Three times best achiever of the region, Nitol Motors Ltd.

PERSONAL INFORMATION

Name : Rafiquel Islam
Father's Name : Abul Hossain
Mother's Name : Rehena Khandoker
Date of Birth : 15 February 1984
Gender : Male
Material Status : Unmarried
Nationality : Bangladeshi by birth
Present Address : South Alekenda, Amtola, P.O – Barisal, P.S & Dist. –Barisal
Permanent Address : 511 West Bandutia, P.O- Manikganj, And P.S & District: Manikganj
Current City : Barisal
Home District : Manikganj
Present Salary : 83000 (BDT)

References

Ahmed Sawkat Hossen

CBO of SCV Cargo
Nitol Motors Ltd
71,Mohakhali,C/A Dhaka-1212
Cell: 01715673724

Dr. Haripoda Bhattacharjee

Professor & Director of MPM
Faculty of Business Studies
University of Dhaka
Cell: 01742362243

DECLARATION: I do, hereby declare that the above statements are correct and complete to the best of my knowledge.



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RAFIQUEL ISLAM