

Date: June 22, 2022

Head of HR,
Bangladesh Honda Pvt. Ltd.
Monem Business District, East Tower (10th floor),
111, Bir Uttam C. R. Dutta Road, Karwanbazar,
Dhaka-1205, Bangladesh.

Dear Sir or Madam,

Subject: Application for the position of "Sr. Manager - Sales"

Hopefully you are doing great, I'm Md. Saiful Alam from Bashundhara Group, Cement sector, currently working at position of Area Sales Manager. I would like to express my interest in the position you advertise for. Honda is not just a brand it's become synonym of trust year after years. A work place where initiative, equality, trust is their philosophy it will be great honor to work with.

I strongly believe I would be adding values to your organization. I have all the skills & expertise you are looking for.

Here are few of my accomplishment:

- MBA from University of Liberal Art's Bangladesh.
- Post Graduate in Marketing Management from Bangladesh Institute of Management.
- Eight years plus experience in Sales Bashundhara Group.
- Promoted, Bashundhara Group for excellent service.
- Akij Group and Transcom electronics are two previous companies.
- Accomplish training program from Rangs Electronic Company, BIM, Others.

I am ready for interview and can be reach through cellular: +88-01712245419,
E-mail: saifulalam.ulab@gmail.com

Thank you very much for your time, I look forward to hearing from you.

Best Regards,



House - 36/C (1st Floor)
Niloy Residential Area,
Glass Factory Road,
Zigatola, Dhaka-1209

Professional Profile
Of
Md. Saiful Alam



Mailing Address:
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E-mail: saifulalam.ulab@gmail.com
Cellular: +88-01712245419
+88-01729077298

Core Competence:

- **MBA from University of Liberal Art's Bangladesh.**
- **Post Graduate in Marketing Management from Bangladesh Institute of Management.**
- **Eight years plus experience in Sales Bashundhara Group.**
- **Promoted, Bashundhara Group for excellent service.**
- **Akij Group and Transcom electronics are two previous companies.**
- **Accomplish training program from Rangs Electronic Ltd. BIM, Others.**

Target oriented enthusiastic Manager ongoing of professional experiences in sales & distribution function with a diverse range of administrative work, monitoring & supervision capacity with adequate leadership skills, capable to handle a large team.

Career Objective:

Career in a challenging and dignified position at a prestigious organization where creativity, honesty, sincerity, skill and performances are the criteria for one's appraisal. To utilize my full potential where organizational goals are achieved.

Present Job:

Company Name: **Bashundhara Industrial Complex Ltd, (Bashundhara Group)**
Department: Sales & Marketing
Sector: Cement Sector
Position: **ASM (Area Sales Manager)**
Duration: 1st April, 2016 to till date
Accomplishment: Consecutive growth 2016,2017,2018,2019,2020,2021 (Over all 78%)
Target Achievement: NO less than 90% achievement against target in any of these years.
Best collection achievement 2017 in Dhaka Division.

Position: TSE (Territory Sales Executive)
Duration: 1st December, 2013 to 31st March 2016
Promoted: As ASM 1st April 2016

Previous Employer: 01

Company Name: **Akij Cement Company Ltd. (Akij Group)**

Department: Sales & Marketing

Position: TSO (Territory Sales Officer)

Duration: 14th February, 2013 to 30th November 2013.

Accomplishment: Create as many as 13 ACRD (Akij Cement Retail Distribution) parties along with distributor to increase sales.

Previous Employer: 02

Company Name: **Transcom Electronis Ltd**

Department: Customer Service

Position: Touch-Point-Incharge

Duration: 3rd March ,2011 to 31st, January 2013.

Accomplishment: Specially deal with critical customer who have different type of product complaints.

Major Responsibilities:

- Customer management (Distributor, W/S, Retail, Non retail emerging channels).
- Smooth distribution in Dhaka City, Munshiganj, Narayanganj, Nawabganj, Etc.
- Distribution network set-up, maintenance & expansion.
- Effectively handling the primary as well as the secondary sales by maintaining a quality relationship with my distributor, sales team, company personnel and traders of Business in my area.
- Prepare detail area business plan weekly, monthly, annually & effectively execution of that plan, making corrective measure of the distribution strength of the Company's brands as well as Area.
- Maintaining good number of quality manpower by giving them continuous training as well as ensure on job coaching to effectively chase my per day target.
- Have to ensure availability and visibility of companies every product to the respective outlets.
- Stock keeping and inventory management
- Built and led a motivated and skilled sales team.
- Monitor distributor's daily activities to generate highest sales volume
- Effectively handle of our competitors at the trade end.
- Evaluate daily market feedback for next step strategies.
- SWOT analysis & market opportunity execution

Academic Qualifications:**PGD in Marketing Management**

Bangladesh Institute of Management

GPA-3.88 out of 4.00

Year-2020

Masters of Business Administration ((MBA)

University of Liberal Art's Bangladesh

Major- Human Resource Management

CGPA-3.54 out of 4.00

Year-2012

Masters of Social Science

National University

Second Class

Year-2008

Bachelor of Social Science

National University

Second Class

Year-2007

Higher Secondary Certificate (H.S.C)

Completion: 2003

Secondary School Certificate (S.S.C)

Completion: 2001

Training / Capacity Development Programs:

1. Participated in 38 days training program sales and promotion, mostly in electronics product knowledge and sales technique at Rangs Electronics Company in Dhaka international Trade Fair 2010.
2. Participated in 01 day training program On Product (Cement), Sales, Distribution Management & development organized by Bashundhara Group, Madanganj, Narayanganj, Dhaka.
3. Participated in 02 days training program, Entrepreneurship organized by Bangladesh Institute of Management.

Personal Information:

Father's Name: Md. Shah Alam

Mother's Name: Sanda Alam

Permanent Address: Sando Nir, Baptist Mission Road, Barisal Sadar, Barisal-8200.

Date of Birth: 12th October 1986

Language Skills:

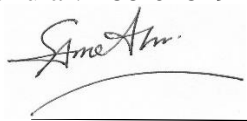
- Strong proficiency in Bangla and English in written and verbal communication in Bangla, English, Hindi.

Extra Curriculum Activity:

- Cricket (Former Divisional Level Cricketer)
- Travelling
- Exercise

References:

Md. Shafiqul Islam Bhuiyan (Ferdous).
General Manager,
Cement Sector, Bashundhara Group,
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Md. Saiful Alam

Md. Nazmul Huda
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