



**Md. Abul Hasan**

**CURRENT ADDRESS**

Uposhahor, Dinajpur Sadar,  
Dinajpur

**PHONE**

(+880) 1917148047,  
01709659356

**E-MAIL**

hasan7522@gmail.com



[https://www.linkedin.com/  
in/m-a-hasan-565b0598/](https://www.linkedin.com/in/m-a-hasan-565b0598/)

**CAREER OBJECTIVES**

To work in any reputed companies of Bangladesh, in its sales and marketing department that will be a platform for enhancing and showing knowledge, creativity, skills and hard work.

**WORK EXPERIENCES (Total-6.2 Years)**

**June, 2017 to Present** (2.6 Years)

**Marico Bangladesh Ltd.**

Territory Manager, Dinajpur

- Ensuring company goal by achieving primary & secondary target
- Monitoring, training & recruiting distributor sales forces
- Maintaining relationship with distributor by ensuring healthy ROI
- Executing company trade program by ensuring channel coverage
- New product launching & ensuring NPLP target
- Market expansion & recruiting new distributor, stockiest.
- Maintaining distributor VAT compliance & return policy
- Monitoring & operating distributor “MIDAS” operation & PDA usages

**February, 2015 to May, 2017** (2.4 Years)

**Philip Morris International**

Territory Sales Executive, Dhaka

- Working in the assigned marketplace according to predefined journey cycle
- Managing distributors and front-end sales staff to achieve sales objectives and volume growth for the assigned sales routes and distributor areas
- Effectively implementing sales, promotional, merchandising and advertising programs as specified and assigned for the specified routes and distributor areas
- Regularly monitoring distribution gaps and take corrective actions in terms of servicing the assigned outlets
- Establishing market leadership and increasing numeric distribution at retail points.
- Constantly working 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

**December, 2013 to January, 2015** (1.2 Years)

**Roxy Paints Ltd.**

Marketing Office, Dhaka

- Achieve volume and value target of assigned territory for a certain time period.
- Visiting dealer point to communicate different sales issues.
- Handle and manage key customers by customer visit & successful sales call, address business issues and provide market visit report.
- Area planning for marketing action program & market analysis for understanding competitor's activities.
- Implement all trade promotion and consumer promotion as per the plan.
- Identify new business opportunity by selecting and engaging influential, generating sales volume by increasing dealers, sub-dealers & paint contractors.

## EDUCATION

- Year 2012 Completed **MBA** from **University of Rajshahi**; Major in Marketing with the CGPA 3.73 out of 4.00
- Year 2011 Completed **BBA** from **University of Rajshahi**; Major in Marketing with the CGPA 3.75 out of 4.00
- Year 2006 Passed **H.S.C** from Jessore Board (Khulna Ideal College); in Business Studies with the GPA 5.00 out of 5.00
- Year 2004 Passed **S.S.C** from Jessore Board (T&T High School in Commerce with the GPA 4.69 out of 5.00

## COURSES

Completed Leadership Certificate  
On managerial Communication  
(LCMC) from IBA, Dhaka  
University, 2016

## LANGUAGE

- English (full working knowledge)
- Bengali (Fluent)
- Hindi (Speaking)

## COMPUTER SKILLS

- MS Office Program
- Adobe Photoshop
- Business Application-  
MIDAS

## SOFT SKILLS

- Excellent communication skill
- Magnificent team player
- Immaculate social skill
- Tackle difficult situation.
- Efficient in problem solving

## EXTRA CURRICULAR ACTIVITIES

- Executive member of BFDF (Business Faculty Debating Forum), RU.
- An executive member of "BIBORTON"(a cultural organization of marketing department).
- President "Zia Hall Marketing Forum".
- Participated in sixth national debate championship festival 2009.
- Has an experience of arranging Pahela Boishak programe of BIBORTON sponsored by Robi.
- Workshop on bdjobs.com-BFDF Career Planning Seminar- 2009 & 2010.
- Participated on a Workshop of Marketing Research and Presentation organized by BIBORTON, 2011.
- A good Cricket & Football player of the team of marketing department.
- Hall champion in badminton in the year 2011.

## PERSONAL INFORMATION

Father's Name: Mustafa Patwari

Mother's Name: Saleha Begum

Date of Birth: 16/12/1988

Marital status: Married

Nationality: Bangladeshi (by birth)

Permanent Address: 127, Boro Boyra, Palpara, , Khalishpur, GPO-9000, Khulna

## REFERENCES

### Md. Arif Mahmud

Area Sales Manager

Philip Morris International

E-mail: arif\_2005@yahoo.com Mobile

no: 01713122066

### Subrata Kumar Kundu

Area Sales Manager

Marico Bangladesh Ltd

E-mail: subrata.kumar@marico.com

Mobile no: 01777740656

## SIGNATURE



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