



A K M ARIFUL ISLAM

Marketing and Sales Professional



+880-1924-125550



Islam7209@gmail.com



Linkedin.com/in/arifulislam

WORK EXPERIENCE

7-Years

AGE

32 Year

ABOUT ME

Looking for a position, where can utilize my skills and participate in decision making based on my knowledge and experience, gathered over last 7 years working in FMCG Sales and Direct Sales (Dealer Based), to achieve organization goal with long-term relationship.



Professional Profiles

- ✓ Conceive different ideas and execute in order to grasp target group.
- ✓ Market situation understanding and analysis to set strategy according to it.
- ✓ Sales and distribution, people and distribution houses management competencies.
- ✓ Dealer based sales along with Retailer and Trader management competencies.
- ✓ Highly flexible and adaptable performer, strong group co-ordination and team leadership skills.
- ✓ Possess a very flexible nature which makes me work under all the odd situations and under extensive level of pressure with a winning spirit.
- ✓ Always eager to learn to update my knowledge base.
- ✓ **Professional training on" Unleash Your True Potential" Conducted by Don Samdani.**
- ✓ **Professional training on Salesman Of 21st Century At BRIDDDHI**



Career Highlights

- ✓ Champion Of fiscal year 2015-2016 in Rahimafrooz Distribution Limited
- ✓ Ranked among Top 5 at Reckitt Benckiser Bangladesh Ltd. in 6 times 2013-2015
- ✓ Worked in **Rangpur Area** (Rangpur, Dinajpur, Thakurgaon, Ponchogor, Nilphamari, Gaibandha, Lalmonirhat, Kurigram) and **Chittagong Area** (Chittagong Metro, Mirshorai, Sitakondo, Hathajari, Fotikhor, Rangonia, Rangamati, Khagrachori) **Comilla 2** (Noakhali & Laxmipur) Sylhet (Sylhet, Sunamgonj, Moulvibazar),



Skills

- Distribution Sales
- Dealer Sales
- Leadership
- Marketing
- Channel Development
- NPD & EPD Management



Work Experience

June 2019 – Current

Area Sales Manager

Beximco Communications Limited

Mymensingh Area

Beximco Communications Limited has brought the first "Direct-to-Home" (DTH) service to provide world-class television viewing experience to the people of Bangladesh. DTH is a digital technology which offers its viewers the opportunity to receive television signals directly from satellite with HD quality picture and sound. Key responsibilities are:

- ✓ Achieve the monthly & yearly value sales target and product wise target.
- ✓ Monitor sales and collection of Territory Managers to ensure continuous sales growth.
- ✓ Develop and maintain constant relationship with all Distributors to increase share.
- ✓ Develop & maintain relationship with all Dealers to ensure business and product availability.
- ✓ Monitor & ensure implementation of company policy.
- ✓ Identify business opportunity & develop new business.
- ✓ Monitor all the activities of the Area to ensure continuous Area development.
- ✓ Analyze sales and take corrective measure where it declines.
- ✓ Develop Territory Managers to improve their skill.

November 2017 – May'2019

Area Sales Head

Rahimafrooz Storage Power Business

Rangpur Division

Rahimafrooz Storage Power Business is the distribution wing of the Group, having a present nationwide network with Dealer and Retailer Channel and carrying over ten national and international brands. It is the clear leader in the automotive after-market and emergency power products categories. Key responsibilities are:

- ✓ Maintaining and increasing sales of your company's products.
- ✓ Reaching the targets and goals set for your area
- ✓ Establishing, maintaining and expanding customer base
- ✓ Servicing the needs of existing customers
- ✓ Increasing business opportunities through various routes to market
- ✓ Setting sales targets for individual reps and your team as a whole
- ✓ Developing sales strategies and setting targets
- ✓ Monitoring team's performance and motivating them to reach targets
- ✓ Compiling and analyzing sales figures
- ✓ Possibly dealing with some major customer accounts myself
- ✓ Collecting customer feedback and market research
- ✓ Keeping up to date with products and competitors

May 2017 – October 2017

Segment Head - Solar

Rahimafrooz Storage Power Business

Nakhalpara, Dhaka

Rahimafrooz Storage Power Business is the distribution wing of the Group, having a present nationwide network with Dealer and Retailer Channel and carrying over ten national and international

brands. It is the clear leader in the automotive aftermarket and emergency power products categories. Key responsibilities are:

- ✓ To acquire new customers, retain existing customers and hence aid in company's financial growth.
- ✓ Building Key customer relationships, identifies business opportunities, negotiates and closes business deals and maintains extensive knowledge of current market conditions.
- ✓ Planning and setting the annual ABP and communicate with the channels as per business opportunities.
- ✓ Prepare mix strategy, branding, reach and relationship to achieve faster growth.
- ✓ Develop targeted product offerings or marketing campaigns based on customer behavior with the objective of increasing product penetration.
- ✓ Segment tracking and reporting
- ✓ Providing significant input into annual marketing planning, including sales forecasts and marketing initiatives supporting such goals.
- ✓ Co-ordinate with Rahimafrooz Renewable Energy Ltd and ensure their supply to meet their demands.

November 2015 – Current
Territory Sales Executive
Rahimafrooz Distribution Ltd
Motijheel, Dhaka

Rahimafrooz Distribution Limited is the distribution wing of the Group, having a present nationwide network with Dealer and Retailer Channel and carrying over ten national and international brands. It is the clear leader in the automotive aftermarket and emergency power products categories. Key responsibilities are:

- ✓ Take and understand brief from Area Manager
- ✓ Prepare job list for said department and debrief according to given brief
- ✓ Research market products, services, competitors and target markets etc. to understand the brand insight
- ✓ Supervise and coordinate ongoing works with technician and BP's
- ✓ Keep channel updated about progress of sales and service to take feedback and incorporate by communicating with respective departments
- ✓ Ensure the promotions are successfully completed by respective channels
- ✓ Prepare weekly/monthly forecast and ensure sales status report
- ✓ Keeping records and handling invoices
- ✓ Maintain regular and healthy relationship with the respective channels
- ✓ Taking initiative to grab the cluster

January 2013 – October 2015
Territory Sales Manager
Reckitt Benckiser Bangladesh Ltd
Gulshan 1, Dhaka

Bangladesh is among the 60 countries where Reckitt Benckiser Plc. Continuing its operation and its local subsidiary is named Reckitt Benckiser Bangladesh Limited. The company has its own factory in Chittagong. From December 2001 head office is at Gulshan 1, Dhaka and from here its countrywide operations are controlled. RBBL produces /imports and markets ten product lines in Bangladesh which include Mortein, Harpic, Trix, Dettol, Veet, Robinson Barley, Robin Liq Blue, Airwick and

Disprin. Currently added Durex and Gaviscon is added in the portfolio. I have joined as a Territory Sales Officer and got my first promotion in just 12 months. Key responsibility was:

- ✓ Develop short term and long-term sales objectives through effective use of sales data.
- ✓ Application of structured selling process and negotiation techniques to achieve the business targets.
- ✓ Working under Sub-Db Module successfully.
- ✓ Coaching and developing team members and negotiate with distributors to obtain more business by giving excellent customer service
- ✓ Monitor hygiene in warehouse management, documentation, adherence to visibility templates etc.
- ✓ Manage Distributor infrastructure (ROI, Coverage, Delivery Units, warehouse Management, Credit in Market etc.).
- ✓ Ensure closure to grievances immediately
- ✓ Analyze how to improve the competitive position in the market through improved customer service for his customers.
- ✓ Monitor systematically the performance of the distributor, sales units, assets and take corrective action (infrastructure gaps).

January 2012 – December 2012

Sales Engineer (Internship)

Azadi Technologies

Jamal khan, Chittagong

Azadi Technologies is a sister concern of Azadi Group with the portfolio eDainik-Azadi, AzadiJobs, Web Development.

- Support to the existing Client
- Channel Development
- Key Account Management



Education

B.Sc in Computer Science & Engineering

Atish Diponkor University of Science and Tech
Dhaka.

Graduated, December 2012

CGPA-3.20/4.00

Diploma in Computer Science

Islami Bank Institute of Technology
Technical Education Board
Dhaka.

Graduated, July 2010

CGPA-2.93/4.00

H.S.C-Science (Higher Secondary Certificate)

Barrister Soultan Ahmed Chy Degree College
Chittagong Board
Chittagong

Passed, 2006

CGPA-3.40/5.00

S.S.C-Science (Secondary School Certificate)

South Haliashahar High School
Chittagong Board
Chittagong

Passed, 2004

CGPA-3.63/5.00



Computer Proficiency

- Word 2010
- Excel 2010
- Power Point 2010
- Web-Designing



Languages

- Bengali
- English



Personal Interests

- Cricket
- Swimming
- Travelling
- Listening Song



Personal Details

Father's Name: A. K. M. Ariful Islam
Birthday: June- 06, 1988
Gender: Male

Marital Status: Married
Nationality: Bangladeshi



Reference

Mr. Khaled Hossain

GM & Head of Sales

Rahimafrooz Distribution Limited

Mobile: +880-1713-203395

Riasad Haque Abir

Regional Sales Manager

Reckitt Benckiser BD LTD

Mobile: +880-1777-759028

Declaration

I, A. K. M. Ariful Islam, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

A.K.M Ariful Islam
Agrabad, Chittagong

