|  |
| --- |
|  |

|  |  |  |
| --- | --- | --- |
| RABBIR AHMED SOHAG | **empty** |  |
| Address: House39 Sheroil Mothpukur, P.O.-Ghoramara, P.S- Boalia, Rajshahi |
|  |
| Mobile No : 01684301188 |
| e-mail : rabbir1981@yahoo.com |

|  |
| --- |
| **empty cell** |
| **empty cell2** |
| **Career Objective:** |
| I would like to build my career in a country leading organization where smart, enthusiastic, hardworking and self-motivated professionals get the opportunity to express themselves to meet the challenges and fullfill the organizational goal. |

|  |
| --- |
| **Career Summary:** |
| MBA, Rajshahi University, CGPA-3.64 BBA, Stamford University, Dhanmoni, Dhaka, CGPA-3.5 Presently working for SUZUKI Rancon Motor Bikes Limited (RMBL). |

|  |
| --- |
| **Special Qualification:** |
| Regional Manager Suzuki  Area Manager Suzuki  Merchandising Coordinator (MC). Territory Sales Assistant (TSA). |

|  |  |
| --- | --- |
| **Employment History:** | |
| **Total Year of Experience :** 16.7 Year(s) | |
| 1. | **Regional Manager ( January 1, 2020 - Continuing)** |
|  | **Rancon Motor Bikes Limited**  Company Location: Tejgaon, Dhaka  Department: Sales  **Duties/Responsibilities:**  1. Dealer Management 2. Coaching the west Region Sales Team 3. Achieve the Sales Target with my Team 4. Continue the marketing activities through over the Region 5. Network expansion (Market study, dealer searching, justify & evaluation) 6. 3S completion and training the manpower toward update regarding Sales, Service and Spares 7. Team driven toward target oriented (All team members likely Area Manager Territory Managers, Service Engineers, Mechanics & also dealer's manpower) 8. Report preparation likely Market share (Brand wise and segment wise), competitors activities tracking, promotional activities (Service & Sales), Projection & forecasting, Bike requirement for 3 months ahead, Budget & execution etc. 9. Dealer manpower training (Both sales staff & service staff & evaluation) 10. Retailing strategy build up (Way out of promotional tools for retail) and dealer development. 11. Dispatch strategy build up and stock monitoring model wise & color wise etc. |
| 2. | **Area Manager ( August 6, 2017 - January 31, 2019)** |
|  | **Rancon Motor Bikes Limited (RMBL)**  Company Location: Tejgaon, Dhaka  Department: Sales  **Duties/Responsibilities:**  1. Dealer Management (Appointment, set up, regular monitoring, development & evaluation) 2. Target vs. achievement (Sales, Service & Spares) 3. Promotional activities (BTL & ATL planning & execution) 4. Network expansion (Market study, dealer searching, justify & evaluation) 5. 3S completion and training the manpower toward update regarding Sales, Service and Spares  6. Team driven toward target oriented (All team members likely Territory Managers, Service Engineers, Mechanics & also dealer's manpower) 7. Report preparation likely Market share (Brand wise and segment wise), competitors activities tracking, promotional activities (Service & Sales), Projection & forecasting, Bike requirement for 3 months ahead, Budget & execution etc. 8. Dealer manpower training (Both sales staff & service staff & evaluation) 9. Retailing strategy build up (Way out of promotional tools for retail) and dealer development. 10. Dispatch strategy build up and stock monitoring model wise & color wise etc. |
| 3. | **Merchandising Coordinator ( September 16, 2011 - August 3, 2017)** |
|  | **INTERSPEED MARKETING SOLUTIONS LIMITED**  Company Location: Gulshan, Dhaka  Department: Trade Marketing.  **Duties/Responsibilities:**  Job Description: Representation of IMSL at the region, liaison with officers of the client at the region, recruitment and selection of CMs in conjunction with the relevant TSA, training the CMs, all administrative affairs relevant to merchandising including but not limited to salary administration, PR and legal affairs related to merchandisers, collate and forecast merchandising material requirement, ensure safe keeping of all documents (i.e. appointment letters, termination letters, leave applications and approvals, material requisition, issue and receipt of inventory items) as per record management guideline of BATB, periodic update to the regional team of BATB (and as and when requested by client), compiling competition information and sending it to central office, continuous market visit and looking for merchandising opportunities. |
| 4. | **Territory Sales Assistant(TSA). ( August 16, 2004 - September 15, 2011)** |
|  | **British American Tobacco Bangladesh**  Company Location : Mohakhali,Dhaka  Department: Trade Marketing  **Duties/Responsibilities:**  Support the Territory Officer in effective and efficient, Implementation of Territory  Business plan & also Distribution handling, Merchandising, Cycle Execution,  Monitoring Monthly sales Target,& Develop relationship with the retailer.  To monitor & control my field force. |

|  |
| --- |
| academic table |
| **Academic Qualification:** |
|  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Exam Title** | **Concentration / Major** | **Institute** | **Result** | **Pas.Year** | **Duration** | **Achievement** |
| Master of Business Administration (MBA) | Human Resource Management | Rajshahi University | CGPA:3.64 out of 4 | 2016 | 2 Years | I was the Class captain in overall session. |
| Bachelor of Business Administration (BBA) | Marketing | Stamford University Bangladesh | CGPA:3.52 out of 4 | 2004 | 4 years | 50% weaver in third semester course fee. |
| HSC | Science | Bonpara Degree College, Bonpara,Natore | First Division, Marks :64% | 1999 | 2 Years | - |
| SSC | Science | Saint Joseph`s High School, Bonpara, Natore | First Division, Marks :70% | 1997 | 2 Years | - |

|  |
| --- |
| Career and Application Information table |
| **Career and Application Information table** |

|  |
| --- |
| Career and Application Information table |
| **Career and Application Information:** |
|  |

|  |  |  |
| --- | --- | --- |
| Preferred Job Category | : | Marketing/Sales |
| Looking For | : | Mid-Level Job |
| Available For | : | Full Time |
| Present Salary | : | Tk. 66500 |
| Expected Salary | : | Tk. 80000 |
| Preferred District | : | Anywhere in Bangladesh. |
| Preferred Organization Types | : | Telecommunication, Multinational Companies, Direct Selling/Marketing Service Company |

|  |
| --- |
| Specialization table |
| **Specialization table** |

|  |
| --- |
| Personal Details table |
| **Personal Details table** |

|  |
| --- |
| Personal Details table |
| **Personal Details :** |
|  |

|  |  |  |
| --- | --- | --- |
| Father's Name | : | Md. Abdur Rashid |
| Mother's Name | : | Mrs. Shrin Rashid |
| Date of Birth | : | August 22, 1981 |
| Gender | : | Male |
| Marital Status | : | Married |
| Nationality | : | Bangladeshis |
| National Id No. | : | 8192227214147 |
| Religion | : | Islam |
| Permanent Address | : | Sheroil Mothpukur,P.O.-Ghoramara,P.S.-Boalia, Rajshahi |
| Current Location | : | Rajshahi |

|  |
| --- |
| Reference table |
| **Reference (s):** |
|  |

|  |  |  |  |
| --- | --- | --- | --- |
| **empty** | | **Reference: 01** | **Reference: 02** |
| Name | : | Sheikh Shabab Ahmed | Sayeed Salam |
| Organization | : | British American Tobacco Bangladesh. | British American Tobacco Bangladesh (BATB) |
| Designation | : | Industry Regulation Manager | Marketing Lead - Project Ta0,BATB |
| Address | : | Head Office, British American Tobacco Bangladesh(BATB),Mohakhali, Dhaka | Head Office, British American Tobacco Bangladesh(BATB),Mohakhali, Dhaka |
| Mobile | : | 01713 040303 | 01711 437428 |
| E-Mail | : | sheikh\_shabab\_ahmed@bat.com | sayeed\_salam@bat.com |
| Relation | : | Professional | Professional |
|  |  |  | |