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| **Resume of**  **Md. Mustafizur Rahman**   |  | | --- | | Md. Mustafizur Rahman Cell: 01722181004  E-mail: [mustafizurrahman1991@gmail.com](mailto:mustafizurrahman1991@gmail.com)  Mailing address: House No.10, Road No.3, Mirpur-10, Dhaka-1216. | | | img164 |
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| **PERSONAL**  **INFORMATION** | **Name** Md. Mustafizur Rahman**.**  **Father’s Name** Md. Manik Miah.  **Mother’s Name** Nazma Begum.  **Spouse Name** Ripa Rahman  **Date of Birth** 7th September 1991.  **Permanent Address** 834, Helderpara,  Brahmanbaria.    **Nationality**  Bangladeshi.  **Religion** Islam.  **Blood Group** O +.  **Driving Licence No.** DK0716731CL0005 | |
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| **OBJECTIVE** | Seeking a career opportunity in competitive environment to utilize my job experience, educational background and my skills to reach the organizational goal to explore my career. | |
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| **WORK EXPERIENCE 1.** | **Company Name- Transcom Beverages Limited (PepsiCo)**  July 5, 2015 – April 05,2017  Territory-Jhenaidah  Working Area-Magura, Jhenaidah.  **Designation- Customer Executive (Sales and Distribution)**   * Secondary Sales Development by lead the sales team & direct supervision. * Applied different sales techniques to meet SKU wise Secondary sales Target as well as to meet the SKU wise Primary Sales Target. * Monitor stock register to be informed about SKU wise stock. * Informed to the distributor SKU wise stock movement & Communicated with distributor to SKU wise Stock Build up. * Ensuring all SKU in Distributor warehouse & all outlets. * Maintain Permanent journey plan (PJP) & present in time in DB point. * Day start with kick off meeting then Market visit with PSR later on Review meeting. * Monitor PSR, Delivery Unit & Merchandiser. * Collect from PSR, Compile and Sent to Boss daily (Sales, KPI & Tomorrow forecast) Report (Secondary & Primary). * Arrange monthly meeting with PSR & Delivery Unit. * Be overall responsible ‘SALES TARGET’ in order to achieve it monthly, Quarterly and Yearly basis. * Direct the day-to-day activities and monitor the progress of the sales team. * Develop and maintain relationships with key clients. * Drive the preparation of the annual sales & distribution plan for higher growth for towards months and years. * Analyze current/potential market, competitor and sales trends and project it to the team. * Periodically analyze sales KPIs like SC, PC, LPSC, MTD, YTD, AOP, SR%, SKU, ND. * Plan, Execute and Review of New Product Launching Process. * Create and develop special events, business promotion. * Analyze Primary & Secondary Sales. * Development of long term sales plan and ensure their effective and timely implementation. * Calculate FC, AC & ROI of Distributor. * Make Plan for New Year. | |
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| **WORK EXPERIENCE 2.** | **Company Name- Green Delta Insurance Company Limited.**  April 9, 2017 – January 14, 2019  Principal Branch and Elephant Road Branch  **Designation- Senior Executive Officer**   * **Underwriting** * Issued different types of Insurance policy like Marine, Motor, OMC etc. * Prepare Renewal Notice & Sent it to the Clients. * Prepare outstanding list & sent it to the Clients. * **Sales and Marketing** * Responsible for achieving sales target. * Responsible for build relationship to the prospective clients. * Demonstrated products to existing and potential clients. * Informed to the existing clients before the duration has been expired. * Monitor clients credit collection. * Find new opportunity for company products. * Competitor analysis. * Prepared market share report. * Collect, forecast and analyze market data. * Ensure clients satisfaction. | |
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| **WORK EXPERIENCE 3.** | **Company Name- Jamuna Electronics and Automobiles Limited**  April 02, 2019 – July 10,2019  Territory- Narsingdi  Working Area- Narsingdi, Brahmanbaria, Habigonj, Moulvibazar.    **Designation- Principal Officer (Sales & Marketing)**   * Create new Distributor, Dealer and Sub-dealer. * Monitor existing Distributor, Dealer and Sub-dealer. * Monitor Distributor and Dealers credit collection * Prepare Distributor and Dealers order. * Prepare next collection plan. * Prepare daily secondary sales, kisti sales, and sub-dealer sales report. * Prepare new Distributor and Dealer hunting report. * Prepare existing Distributor or Dealers visiting report by checking Signboard, Exclusive, price tag, products display, POS, Stock register, cash book, sub-dealer ledger, kisti collection book. * Trained up to Distributor and Dealers manpower (sales man) about company policy, product policy, kisti policy, service policy, promotion policy and how to increase secondary sales. * Create Distributor wise corporate customers. * Arrange local promotion. * Prepare monthly sales report. * Prepare Distributor and Dealer wise profit calculation report. * Prepare Distributor and dealer wise ROI report. * Prepare Distributor and Dealer wise, SKU wise sale and collection report. * Prepare and Analyze distributor and Dealers target vs achievement report. * Prepare Distributor and Dealer wise new month target breakdown. * Prepare market share report. * Analyze market competitive. | |
| **WORK EXPERIENCE 4.** | **Company Name- Route to Market International Ltd. (Nestle Confectionary)**  July 13, 2019 – Running  Territory-Chittagong  Working Area-CEPZ, Agrabad, New market & Cox’s Bazar.  **Designation- Territory Sales Officer (Retail)**   * Secondary Sales Development by lead the sales team & direct supervision. * Applied different sales techniques to meet SKU wise Secondary sales Target as well as to meet the SKU wise Primary Sales Target. * Monitor stock register to be informed about SKU wise stock. * Informed to the distributor SKU wise stock movement & Communicated with distributor to SKU wise Stock Build up. * Ensuring all SKU in Distributor warehouse & all outlets. * Maintain Permanent journey plan (PJP) & present in time in DB point. * Day start with kick off meeting then Market visit with PSR later on Review meeting. * Monitor PSR, Delivery Unit & Merchandiser. * Collect from PSR, Compile and Sent to Boss daily (Sales, KPI & Tomorrow forecast) Report (Secondary & Primary). * Arrange monthly meeting with PSR & Delivery Unit. * Be overall responsible ‘SALES TARGET’ in order to achieve it monthly, Quarterly and Yearly basis. * Direct the day-to-day activities and monitor the progress of the sales team. * Develop and maintain relationships with key clients. * Drive the preparation of the annual sales & distribution plan for higher growth for towards months and years. * Analyze current/potential market, competitor and sales trends and project it to the team. * Periodically analyze sales KPIs like SC, PC, LPSC, MTD, YTD, AOP, SR%, SKU, ND. * Plan, Execute and Review of New Product Launching Process. * Create and develop special events, business promotion. * Analyze Primary & Secondary Sales. * Development of long term sales plan and ensure their effective and timely implementation. * Make Plan for New Year. | |
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| **EDUCATION** | **Institute of Science Trade & Technology**  **National University**  BBA in Finance  June 2015  Result: 3.10 out of 4.  **Brahmanbaria Govt. College, Brahmanbaria**  **Comilla Board**  HSC in Business studies  August 2009  Result: 3.80 out of 5.  **Annada Govt. High School, Brahmanbaria**  **Comilla Board**  SSC in Business studies  August 2007  Result: 4.50 out of 5. | |
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| **SKILLS** | **Language** - Fluent in Bengali, intermediate in English.  **Computer Skills** - Microsoft Office, Email & Internet.  **Personal Interests** - Basketball, Gym, Cycling, Travelling.  **Passion** – Introducing and rapport building with new People. | |

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| **Professional Course** | **International English Language Testing System(IELTS)**  March 2012  Academic  Result: 5. |

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| **Achievements** | **Inter School Basketball Competition**  January 19, 2007  Champion  **Inter District Basketball Competition**  February 14, 2007  Champion  **Inter District Basketball Competition**  February 03, 2006  Runner up  **Inter School Handball Competition**  August 09, 2006  Champion  **Inter District Handball Competition**  September 10, 2006  Runner up |

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| **Reference** | **Md. Mahabbat Ali**  Head of Procurement  Matador Ballpen Industries, Dhaka.  Cell: 01755639730  Relation-Uncle  **SM Mahbub Hasan**  Territory Development Manager (Jessore)  Transcom Beverages Limited  Cell: 01713065432  Relation-Boss |

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Signature

Date:14.12.2019