**Farhad Ahmed**

Flat- 4(B), House-39, Road-9, Block-M, South Banasree Project, Dhaka

**Phone : 01729 271113, 01831 441122**

Mail : f.ahmed847@gmail.com

**Career Objective:**

To serve in an organization where I can utilize my academic knowledge, working experience, interpersonal relationship building skills for achieving the sales goals, managing sales forces and developing the market to meet the organizational goal from my level.

**Employment History:**

**Area Sales Manager**

**Emami Bangladesh Limited**

**March 2019 to till date**

**Working Place: Dhaka Metro North**

**Major Responsibilities:**

1. Lead a Team of Territory Sales Officers
2. Ensure strong brand visibility and brand availability through distribution.
3. Coverage analysis, volume analysis , Brand analysis for sales planning
4. OJT for people development
5. Find out new business opportunities through coverage extension
6. Achieve monthly, quarterly and annually sales target.
7. Report to top management about sales, competition activities and inputs for Schemes.

**Territory Manager**

**Marico Bangladesh Limited**

**August 2015 to February 2019**

**Working Place: Munshiganj (October 2015-February 2018), Sonargaon (March 2018- February 2019)**

**Major Responsibilities:**

1. Distributor Management (Primary sales, stock norms management )
2. Lead a team of Sales Officers and Distributor’s Sales force
3. Ensure strong brand visibility and brand availability through distribution.
4. Achieve monthly, quarterly and annually sales target.
5. Coverage analysis, volume analysis , Brand analysis for sales planning
6. Database (Marico Industries Distributor automation system) management
7. Find out new business opportunities through coverage extension (Sales and Development Planning )

**Key Achievements**

1. Successfully completed 7 NPLP (New Product launching Program) for Channel wise coverage and volume target achievement
2. YTD Dec'18 top value growth in area and 4th in Region.
3. 78% YTD volume growth of 2nd biggest product of MBL portfolio Parachute advanced Beliphool.
4. National Champion of Hair code (Hair dye category) (Q-2 FY 17-18)
5. Winner of National Contest “Change the Game” As Best TM of Dhaka-1 Area (Geographically Dhaka south area)
6. 1590% volume Growth and 115% Distribution growth of the future brand of MBL “Saffola Active” Edible Oil
7. 28% coverage extension in FY 17-18 yearly coverage extension (SND) program.

**Territory Officer**

**Arla Foods Bangladesh Ltd**

**January 2015 to July 2015**

**Major Responsibilities:**

1. Distributor Management (Primary sales and credit management)
2. Provide support for secondary sales through sales representatives.
3. Ensure strong brand visibility and brand availability through retail distribution.
4. Achieve monthly, quarterly and annually sales target.
5. Sales analysis and present territory review to top management
6. Find out new business opportunities through coverage extension

**Key Achievements**

1. RTM project completed in HQ for better distribution and cost effective delivery to reduce delivery return.
2. Consecutive 3 months best Achiever TO in Area

**Territory Manager**

**CEAT Bangladesh Limited**

**October 2013 to December 2014**

**Major Responsibilities:**

1. Appoint Dealer and Distributors for all categories (Truck and Bus Tires, Motorcycle Tires, Four stroke tires)
2. Predict dealer demand and meet requirements
3. Manage strong relationship with customers, dealers and all major stake holders
4. routinely follow up performance of all types of product
5. Arrange various types of customer meet to create brand value
6. Confer with potential customers regarding their specific application

**Education and Professional Training:**

* **Leadership and Change Management** IBA, University of Dhaka
* **MBA (Evening), Marketing studies** Center for Business Administration University Of Chittagong

CGPA 3.15 (Scale 4)

* **B. Sc**

Chittagong College

National University

Year- 2008 (result 2010)

* **Higher Secondary Certificate (Science)** BAF Shaheen College

Chittagong Board CGPA 3.10(5 Scale) Year-2004

* **Secondary School Certificate (Science)** Halishahar Munshi Para High School Chittagong Board

CGPA- 3.75 (5 Scale), Year-2001

**Professional Training**

Topic: Sales Skill Development

Organizer: Marico Bangladesh Limited

Trainer: Dr K R Subrahmaniram

Duration: 2 Days

Topic: Effective Sales Management

Organize by: iLearn (Marico India Online learning system)

Duration: 2 day (01.05.2015)

**Extra curricular Activities :**

* Vice President (2013-14) Rotaract Club of Chittagong City
* President (2014-15)

Rotaract Club of Chittagong City

**Computer and language Skills**

Operating Environment Application Knowledge

: Windows XP, Windows Server, Windows Seven, Windows 10

: MS word, MS Excel, MS Power point, Microsoft Outlook, Database

Management software (MIDAS, MINET)

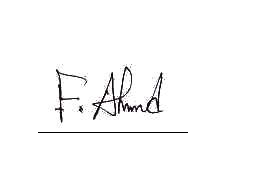
Language Skill

: Sound in Bengali, English and Hindi.

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| **Biography:** | |  |
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| Fathers Name | | : Alhaj Mohammad Firoz |
| Mothers Name | | : Alhaja Latifa Begum |
| Permanent Address : Late Keramot Ali Prodhan’s Villa, Vill- Dakshin Deora, | | |
|  |  | PO- Parulia, PS- Palash, Narsingdi. |
| Date of Birth | | : 30 December 1985 |
| Religion | | : Muslim |
| Nationality | | : Bangladeshi |
| Marital Status | | : Married |
| National ID No | | : 1592037854895 |
| Hobby | | : Watch movie, listen music, Travel new places and net browsing. |

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| **References:** |  |  |
| Mohammad Abdul Hakim | | Imtiaz Ahmed Chowdhury |
| Area Sales Manager | | Regional Head - Central North |
| (Narsingdi Area) | | Marico Bangladesh Limited |
| Marico Bangladesh Ltd | | Cell:+8801755646458 |
| Cell: +8801777-740661 | | Relation: Ex Grand Line Manager |
| Relation: Ex Line Manager | |  |

I am declaring that all information given in this CV is genuine. No information has been concealed or no false information has been provided.



Farhad Ahmed