

A.F.M AHASANUL HABIB

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Profile:

18 years served as a sales professional in renowned national organizations. Successfully delivered assigned job responsibilities. Building up a challenging and rewarding career in Sales Management with a organization, punctuality, hardworking and honesty in FMCG Market. As a leader self motivated, hard work, dedication, ownership & inspirational managerial behavior I have.

Career Objective:

I have received few training on various issues regarding staff management. I have demonstrated strong managerial skills in my region of staff management, program operation, planning and implementation, supervision, target achieve and monitoring. To work in an organization where there is an opportunity of self-assessment and improvement in both individual and group based a job that frequently various challenges & there is scope to develop my career. My personal goal is to get optimum job satisfactions through committed works.

Career Summary:

- Now as a DGM at Sonic Prime Group.
- Having 1 year experience to do as a AGM from Sonic Prime Group
- Having 4 Years experience as a Senior Sales Manager at Danish Condensed Milk
- Having 3 years experience to do as Assistant sales manager from Akij Group
- Having 2 years experience to do as a Regional Sales Manager from Danish Condensed Milk Bd Ltd. concern of Partex Group.
- Having 2 years experience to do as a Area Sales Manager from Danish Condensed Milk Bd Ltd. concern of Partex Group .
- Having 2 years experience to do as a TSO from Danish Condensed Milk Bd Ltd. concern of Partex Group .
- Having 3 years experience to do as a Sales Representative from Danish Condensed Milk Bd Ltd. concern of Partex Group.

Employment History:

Total Year of Experience : 18 Year(s)

1. DGM (01 Aug, 2018 - Continuing)

Sonic Prime Group

Department: Sales & Marketing

Duties/Responsibilities:

- Perform as Head of Sales of new sales unit consisting of large team to drive sales and distribution objective of the company.
- Achieve sales and distribution targets in accordance with Annual Business Plan and help company grow volume, profitability and market share
- Ensure development and execution of sales strategies, and design programs in an efficient and cost effective manner
- Ensure quality distribution network across the country by implementing effective channel strategies
- Create and review the business procedures & models, field force structures and reward programs to make the unit functional
- Strategize, plan and assist the sales process management, forecasting, pricing, key account management, expenses and profitability
- Collaborate with cross-functional team to ensure optimum support for the sales team
- Periodically review performances of distributors and sales forces and check performance and take necessary actionable steps for further improvements
- Conduct effective and accurate market surveys as and when necessary and plan for gaining more market share of the competitors
- Train core sales team and field forces to make them skilled, focused and performance-oriented
- Ensure effective merchandising plan and trade marketing strategies in line with brand strategy.

2. AGM(July 13, 2017 - July 13, 2018)

Sonic Prime Group

Company Location : Dhaka

Department: Sales & Marketing

Duties/Responsibilities:

- Build up good relation with traders and customers..
- Co-ordinate & Co-operate with all Unit Head (Sales, Distribution, Store & Logistics, A/C & Finance)
- Demand Planning and Distribution.
- Co-ordinate with Distributors with their Financial Statement.
- Processing of final settlement of closed Distributor.
- Have and share knowledge of Competitors Activity.
- Damage products maintain.

3. Senior Sales Manager (June 1, 2013 - July 1, 2017)

Partex Star Group

Company Location : Dhaka

Department: Marketing

Duties/Responsibilities:

- Build up good relation with traders and customers. Co-ordinate & Co-operate with all Unit Head (Sales, Distribution, Store & Logistics, A/C & Finance) Demand Planning and Distribution.
- Co-ordinate with Distributors with their Financial Statement. Processing of final settlement of closed Distributor.
- Have and share knowledge of Competitors Activity.
- Damage products maintain

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4. Asst. Sales Manager (January 3, 2010 - February 28, 2013)

Akij Group

Company Location : Dhaka

Department: Sales & Marketing

Duties/Responsibilities:

- Build up good relation with traders and customers.
- Full fill the achievement of target in every month.
- Proper monitoring of the sales forces.
- Proper distribution of the area.
- Proper co-ordinate with senior and junior officials.
- Special activities of yearly incentive implementation.
- Outstanding performance has to do in personal area.
- Care about competitors activities and take out proper plan.
- Trained and develop the junior colleagues.

5. RSM (January 15, 2008 - March 1, 2010)

Partex Group

Company Location : Dhaka

Department: Sales & Marketing

Duties/Responsibilities:

- Sales and Distribution Planning
- To plan and achieve the secondary & primary sales target through
- Distribution and productivity
- Visibility and merchandising
- Sales to train and to provide coaching for distributor team.
- Distributor management
- Ensure product quality and customer service
- Monitoring of the house and market
- Regional viability analysis
- Control of human resource
- Analysis of Distribution and transportation cost
- Analysis unit operation cost
- Ensure maximum Distribution Coverage

6. ASM (February 01, 2006 – February 20 2008)

Danish Condensed Milk BD LTD

Company Location : Dhaka

Department: Sales & Marketing

Duties/Responsibilities:

- Sales and Distribution Planning
- To plan and achieve the secondary& primary sales target through
- Sales to train and to provide coaching for distributor team.
- Distributor management
- Ensure product quality and customer service
- Monitoring of the house and market
- Preparation of annual Cost budget for the territory based on
- Analysis of Distribution and transportation cost
- Distributor ROI analysis
- Administration and communication

7. TSO (March 01, 2004 – April 10 2006)

Danish Condensed Milk BD LTD

Company Location : Dhaka

Department: Sales & Marketing

Duties/Responsibilities:

- Sales and Distribution Planning
- To plan and achieve the secondary sales target through
- Distribution and productivity
- Visibility and merchandising
- Distributor management
- Territory viability analysis
- Control of logistic
- Distributor ROI analysis
- Analysis unit operation cost

8. SR (January 01, 2001 – February 03 2004)

Danish Condensed Milk BD LTD

Company Location : Dhaka

Department: Sales & Marketing

Duties/Responsibilities:

- Sales and Distribution Planning
- To plan and achieve the secondary sales target through
- Distribution and productivity
- Coverage
- Visibility and merchandising
- Distributor management
- Town viability analysis
- Control of logistic
- Distributor ROI analysis
- Analysis unit operation cost
- Ensure maximum Distribution Coverage.
- Administration and communication

Academic Qualification:

Exam Title	Concentration/Major	Institute	Pass Year	Duration
M.Com	Management	Jagannath University	1996	1 year
B. Com	Commerce	Jagannath University	1995	3 years
HSC	Science	Gafargaon Government College	1992	2 Years
SSC	Science	Gafargaon Islamia Government High School	1990	2 Years

Training Summary:

Training Title	Topic	Institute	Country	Location	Year
Distributor Management	Distributor Management	Presented by Mr. Dexter (India), Partex Group	Bangladesh	Dhaka	2011
High Performance Strategic Selling and Motivation	Sales & Motivation	IMPRA CONSULTING INTERNATIONAL.	USA	Dhaka, Bangladesh	2010
Trade, Marketing and Distribution,	Trade, Marketing and Distribution	Presented by CEO, K.M. Ali, Partex Group.	Bangladesh	Dhaka	2010

Career and Application Information:

Looking For : Top Level Job
 Available For : Full Time
 Preferred Job Category : DGM/GM/ Marketing & Sales
 Preferred District : Anywhere in Bangladesh.
 Preferred Country : Malaysia, New Zealand, Qatar, Saudi Arabia, South Africa, Thailand, Afghanistan, Oman, Spain, Switzerland
 Preferred Organization Types : Telecommunication, Manufacturing (FMCG), Multinational Companies, Food (Packaged)/Beverage, Tea Garden, Direct Selling/Marketing Service Company, Group of Companies, Cement Industry, Garments Accessories

Specialization:

Fields of Specialization
<ul style="list-style-type: none"> ➤ Distribution/Supply Chain Management. ➤ Consumer Durables - Sales & Marketing. ➤ FMCG Sales & Marketing.

Language Proficiency:

Language	Reading	Writing	Speaking
English	High	High	High
Bengali	High	High	High

Personal Details :

Father's Name : Md. Giash Uddin
 Mother's Name : Late Nafisa Khatun
 Date of Birth : November 15, 1975
 Gender : Male
 Marital Status : Married
 Nationality : Bangladeshi
 National Id No. : 6112225984976
 Religion : Islam (Sunni)
 Permanent Address : Vill+Po- Dugachia, Ps-Gafargaon.Dist.-Mymensingh
 Current Location : Dhaka

Reference (s):**Reference: 01**

Name : Md. Altaf Hossain
 Organization : Rrahimafrouz Distribution Ltd.
 Designation : COO
 Address : 104,Motijheel C/A, Dhaka
 Phone (Off.) :
 Phone (Res.) :
 Mobile : 01730-023777
 E-Mail :

Reference: 02

Md. Salim Ullah
 Sanowara Group of Companies
 GM.Sales & Distribution
 80/b, Malibagh Chowdhury Para,Dhaka-1219
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(A.F.M Ahasanul Habib)

Date: 09.10.2018