

Md. Asfiquur Rahman

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Professional Summary

Results-oriented MBA graduate with practical experience in territory sales operations, distributor management, market execution, and field team coordination through professional experience in FMCG sales. Skilled in dealer relationship management, sales monitoring, market analysis, reporting, and achieving operational targets through field-level execution. Strong communication, negotiation, and leadership abilities with willingness to work extensively in the field and contribute to business growth.

Core Competencies

- Territory Sales Management
- Dealer & Distributor Management
- Market Expansion & Coverage
- Sales Team Supervision & Coaching
- Sales Target Achievement
- Route Planning & Market Visits
- Dealer & Distributor Management
- Stock Flow & Order Management
- Reporting & Data Analysis
- Communication & Negotiation Skills

Work Experience

- 1. Abul Khair Tobacco Ltd.** – Assistant Marketing Officer (AMO) – Khulna, Bangladesh. 02/15/2024 – 03/13/2026
 - i. Managed end-to-end sales operations across an assigned territory, consistently achieving daily and monthly targets through strategic route planning and market visits.
 - ii. Supervised and coached a team of Sales Representatives through joint field visits and real-time performance feedback, resulting in measurable productivity gains.
 - iii. Developed and maintained strong distributor and retailer relationships to ensure smooth order execution, on-time delivery, and 100% market coverage.
 - iv. Monitored product availability, shelf visibility, and competitor activities; submitted daily, weekly, and monthly performance reports to senior management.
 - v. Identified new market opportunities and contributed to territory expansion through systematic dealer acquisition.
- 2. Amrita Consumer Food Products Limited** - Trainee Intern - Barishal, Bangladesh. 10/05/2023 – 09/08/2023
 - i. Planned and executed field-level promotional campaigns and roadshows across 15+ major retail outlets, boosting brand awareness and customer footfall.
 - ii. Assisted in rolling out localized sales strategies to close market gaps and improve shelf share versus competitors.
 - iii. Prepared detailed sales performance reports and communicated field challenges to management for strategic response.
 - iv. Conducted consumer surveys and translated insights into actionable recommendations on product positioning and service improvement.
- 3. Vision Emporium Limited** - Trainee Intern - Barishal, Bangladesh. 16/10/2019 – 15/01/2020
 - i. Identified untapped market areas and new dealer opportunities to expand the PRAN-RFL distribution network.
 - ii. Maintained strong distributor and retailer relationships, ensuring consistent stock flow and timely replenishment.
 - iii. Monitored competitor pricing and promotions, delivering real-time market intelligence to management.
 - iv. Supervised in-store merchandising and product placement to maximize consumer engagement across all points of sale.

Education Qualifications

Master of Business Administration (MBA) - Marketing Management Global University Bangladesh CGPA: 3.35	2023
Bachelor of Business Administration (BBA) - Marketing Global University Bangladesh CGPA: 2.81	2020

HSC - Business Studies

2016

Amrita Lal Dey College, Barishal, 2016 | GPA 2.83

SSC - Business Studies

2014

Jhalokathi Govt. High School, 2014 | GPA 5.00

Technical Skills**Computer Skills:** Microsoft Excel, Word, PowerPoint.**Collaboration:** Google Workspace (Docs, Sheets, Drive, Gmail), Zoom, Google Meet, Slack.**Languages:** Bangla (Native), English (Fluent – Business Level).**Training Summary**

Microsoft Office Application (Word, Excel, PowerPoint) - Technical Education Board, Bangladesh 2022 – 6 Month

Extra-Curricular Activities

- Organized a financial literacy workshop at Jhalokathi Government High School, supported by the Deputy Commissioner's Office demonstrating initiative, planning, and public engagement.
- Represented school, college, and district in football tournaments, cultivating teamwork, discipline, and competitive spirit.
- Attended entrepreneurship workshop by Divisional Commissioner and digital marketing session on Facebook showcasing continuous learning mindset.

Volunteer Experience**Amrai Agamir Bangladesh** (আমরাই আগামীর বাংলাদেশ)

09/07/2017 – 24/12/2021

- Led publicity campaigns to promote educational and community initiatives, enhancing outreach and communication skills.
- Built and maintained relationships with local media and partners, demonstrating strong interpersonal and networking skills.
- Organized and executed district-level events, ensuring timely delivery and alignment with community development objectives, showcasing project management and organizational skills.

Reference**Name:** Imran Shahariar**Designation:** Executive Officer (Senior Assistant Secretary)**Organization:** Bangladesh Civil Service (ID no 17523)**Address:** Jhalakathi Sadar, Jhalakathi**Email:** imran.epg@gmail.com**Phone:** 01717585262**Name:** Mr. Mahadi Hasan**Designation:** Vice President, IT Division**Organization:** National Bank Limited**Address:** 5, Rajuk Avnue, 8th floor, Dhaka**Email:** mahadi.nbl@gmail.com**Phone:** 01711021052