

Md.Humayun Kabir



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OBJECTIVE

To lead, develop, coordinate and manage the Business and Digital Marketing development strategies for a dynamic organization utilizing my expertise in business & market development; abilities in strategic & tactical planning, execution and operations; team, trade & client management to generate continued business growth & improved market share, new business opportunities, increased financial performance and greater stakeholder value.

QUALIFICATIONS

Accomplished career track in Sales, Products, Brand & Distribution Management – 21 years in Sales, Digital Marketing and Distribution management of Pharmaceuticals and Consumer Electronics Industry. Areas of expertise include:

- Teaching in English and ICT
- Business Development, Acquisition & Retention
- Key Account Management
- Target Market Penetration
- Distribution Management
- Product Development & Brand Management
- Customer Service Management
- Brand & Corporate Promotions, Program & Event Management
- Project Management
- Sales Team Training/Supervision.

EMPLOYMENT HISTORY

- Content Creator of Tatka Agro Farm(February,2021 to till today)
- Transcom Electronics Limited, Transcom Digital, Co-ordinator-HR and Admin(December,2018- January,2021)
- Transcom Electronics Limited, Transcom Digital, Senior Area Sales Manager- (November,2011- November, 2018)
- Singer (Bangladesh) Limited, District Manager,(December 2006 – October 2011)
- Organon (Bangladesh) Limited (Now Nuvista Pharma Limited),Product Promotion Officer, (October 2003 – November 2006)

WORK EXPERIENCE

TRANSCOM ELECTRONICS LTD. – TRANSCOM DIGITAL

(November,2018 to January,2021)

<http://www.transcomdigital.com/>



Position : Co-Ordinator- HR & Admin

Responsibilities:

- Selection to the Quality Product, Prepare Work Order, Given the Work Order to the Vendor of Uniform of All Transcom Digital Entity.
- CCTV Records Checked and Evaluation every day basis and a Report Sending to the AGM-HR & MIS and GM- F& A and Asst. Manager- HR .
- Selection to the Quality Product, Prepare Work Order, Given the Work Order to the Vendor of Identity Card of All Transcom Digital Entity.
- To Assist Visiting Card Preparation and Ensure the Delivery.
- To Assist the Uniform Delivery, Identity Card Delivery and Name Tag Delivery
- To Assist Organize the Annual PICNIC.
- To Prepare Work Order, Given the Work Order to the Vendor of “Name Tag” of All Transcom Digital Entity.
- To Assist the Bill Collection from the Vendor and prepare the bills to Accounts Dept.
- To Assist the Bill Collection from the Vendor of TD Uniform and prepare the bills to Accounts Dept.
- Prepare the “SOP” of CAC Team, Collect the Vendor and Select the best one and Given the Work Order to the Vendor and Prepare the bill to the Accounts Dept.
- To supervise the Cleaners work day to day basis.
- Maintain “Cleaning Chart” every day of TEL.

TRANSCOM ELECTRONICS LTD. – TRANSCOM DIGITAL

(November 2011 – November,2018)

<http://www.transcomdigital.com/>



Position : Area Sales Manager

Transcom Electronics Ltd., now they are assembled SKD and CKD products in own “**SAMSUNG**” factory. Responsible for overall sales & marketing of Transcom Electronics Ltd, manufacturing and marketing “**TRANSTEC**” Branded Home Appliances and Consumer Electronics, Samsung (Bangladesh) Ltd, manufacturing their Global “**SAMSUNG**” Branded Consumer Durables, Consumer Electronics and Mobile phones, “**HITACHI**” branded Consumer Durables Manufacturing Global Brand, “**Panasonic**” branded Home Appliances, “**Moulinex**” and “**Tefal**” banded Small Appliances we did sale out. Philips Bangladesh Limited, manufacturing “**PHILIPS**” branded Lightings and Home Appliances, Whirlpool Liaison Office, Bangladesh Ltd, manufacturing & marketing “**WHIRLPOOL**” branded Appliances, Mirolife Health Care Bangladesh Limited, marketing “**Microlife**” branded Health care products, without this we have “**DAIKIN**”, “**MEDIA**”, “**SIEMENS**” and “**SEBEC**” with an annual turnover of around **Tk.350 crore**.

I am responsible for managing nation-wide Area Retail Channel network (06 Showroom cum Sales Centers) earlier I engage with 26 Outlets with **285 Crore**. Now **120 Core** according to my Concern. I am headed **200 persons** Approx. There is a Corporate team and a Dealer team over headed to run the business.

Responsibilities:

- Develop strategies and plans of implementation to achieve individual product portfolio wise yearly sales target.
- Measuring sales and Extend Promotions for achieving company goals.
- Develop and implement daily, weekly and monthly sales team movement plan and sales monitoring system.
- Monitoring and Controlling Inventory Management and Area’s every Outlet’s Finance and Cost Control Management.
- Monitoring individual SKU wise sales movement and communication with production planning team for proper production and material planning.
- Follow Up Customer Service Management and taking steps about better service day by day.
- Recruiting Human Resources and Over all Outlet’s Administration in the Area’s Outlets.
- Prepare product portfolio wise sales budget and ensure proper utilization of the budget.
- Develop innovative approaches to increase the motivation of own sales team as well as business growth.
- Identify new business opportunities and communicate with product development team to make existing product basket stronger and take full advantage of existing Retail channel.
- Manage an efficient and effective sales team through on-job training, motivation and staff development.

Major Accomplishments

- Business Development- I started my journey with Transcom Electronics Limited, Transcom Digital, and raised it’s market share significantly in **LED TV** category above **200%** compared to the last year.
- Although there is an Extension for opening new Outlet in number 10 outlets and it’s business has been increased from **95 Lacs to 120 Lacs**.
- New Customer and Old Customer Segregation. New Customer entry in the Showroom increased **150%**
- **Refrigerator** Sales increased from **Samsung- 120% to 150%**, **Hitachi- 135% to 180%**, **Whirlpool- 115% to 150%** and **Transtec – 90% to 150%**.

- Corporate Package is an excellent guided package by me which has contributed in business value and volume too.

SINGER BANGLADESH LTD. (December 2006 – October, 2011)

www.singerbd.com/



Position : District Manager

Singer (Bangladesh) Limited is World Wide Consumer Durables Company. It Sales "**SINGER**", "**Samsung**", "**Panasonic**", "**Dawlence**", "**Beko**" and "**Videocon**" branded products. Now they are CKD and SKD type products assembled. I was responsible for overall Sales, Credit & Recovery, Product Distribution, After Sales Service - its management & administration. I was working with different business district like Dhaka, Chittagong & Hill tracts, Sylhet and Barisal. Yearly turnover was Tk. 115 crore with 90 sales persons.

Responsibilities:

- Develop strategies and plans of implementation to achieve yearly sales target.
- Monitoring every Outlet's Credit collection and Recovery, Sales
- Controlling and Monitoring Inventory Management and Distribution.
- Daily, Weekly and Monthly Sales Monitoring and Evaluation.
- Responsible for the betterment issues of the Showrooms and Exclusive Dealers.
- Develop and implement more Outlet coverage plan for Base and Key market in order to maximise volume and value sales.
- SWOT analysis on :
 - Own products.
 - Key products.
 - Competitors.
 - For each key markets:
- Responsible for Outlet's Administration and Human Resources manament.
- Discover new dealer opening and Dealer business team nursing.
- Define goals for the programs implemented in the area and track ongoing results
- Prepare sales budget and ensure proper utilization of the budget.
- Develop innovative approaches for modern trade to ensure competitive advantage.
- Identify business opportunities and develop strategy.
- Manage an efficient and effective sales team through on-job training, motivation and staff development.

Major Accomplishments

- Business Development- I joined with SINGER BANGLADESH LTD. on 2006 from that year to 2011. During that period I opened **13 Outlets** in Different Area that Contributed **25 crores revenue** sales value in the Company's Business growth which is **67% growth**.
- Market Share – Market share was **20%** and it has been increased up to **30%**
- Business spread-New new Dealer opened and business growth was clearly remarkable.
- Business Appreciation- During that period I have been achieved the "**Best District Manger**" **Award** for Three (3) Consecutive years at a time Like **2008, 2009 & 2010** and availed many foreign trip like **Thailand, China, India, Indonesia, Singapore, Bhutan** for

business Appreciation.

ORGANON (BANGLADESH) LTD- Now Nuvista Pharma Limited

(October 2003 – November 2006)

www.nuvistapharma.com/



Organon (Bangladesh) Ltd, is a multinational Research Based Company in Bangladesh who are manufacturing and marketing women infertility, Human Hormones, Birth Control ,Anesthesia related Pharmaceuticals and Health Care Products.

I was fully responsible for Sales, “**Product Promotion Officer**” and product marketing many more brands like “**Visceralgine**”, “**Marvellon**”, “**Traxyl**”, “**Ovostat**”, and “**Norcuron**”, in the greater Area of Barisal and khulna Area. During that period I have increased market share from **40% to 62%** which was clearly remarkable.

Responsibilities:

- Develop strategies and plans of implementation to achieve yearly sales target.
- Monitoring :
 - Daily secondary sales monitoring.
 - Weekly strike rate / successful call ratio monitoring.
 - Daily product wise secondary sales monitoring.
- Develop and implement a trade coverage plan for Base and Key market in order to maximise volume and value sales
- To increase numeric and weighted distribution adopt area, month and products wise strategy.
- Define goals for the programs implemented in the area and track ongoing results
- Extend Brand and Product promotions.
- Develop innovative approaches for modern trade to ensure competitive advantage.
- Identify business opportunities and develop strategy.

Major Accomplishments

- Business Development- Increased business from **Tk.10 million to 20 million**.
- Rapid market expansion – During my period increased retail Chemist Coverage from **300 customer point to 500 customer point**.
- Doctor Visit Coverage Increase- **From 350 persons to 550 persons** within this Business year.

TRAINING & DEVELOPMENT

- “French Learning” from “**Alliance Française de Dhaka**” as “**DELFI-A1**”.
- “Learn to Crack **IELTS**” from BDJobs .
- Content Writing by Abu Hayat Md.Sharif of “Shorobor” in 2021.
- Content Writing by “Goori Learning” in 2022.
- Core Product Selling Skills – 2003, Organized by Organon (Bangladesh) Ltd.

- In Store Merchandising for Consumer Durable Marketing, 2008 by John Benoch, organized by Singer Bangladesh Limited.
- ERP in Consumer Durables Business, 2010 by IFS Software Operation Organized by Singer Bangladesh Ltd.
- 10.5 Core product Skills and Interpersonal Skills Training, 2012 by Razib Ahmed organized by Bdjobs.com.
- Interpersonal Skills Training, 2012 by Rusdina Khan organized by Bdjobs.com
- Samsung LED and Home Appliances Training – 2014 organized by many more Foreign Trainer Like Arnob Chokraborty, Kolkata.
- Together We Win- Transcom Electronics Ltd, 2014, by Razib Ahmed
- The Beautiful Life- Transcom Electronics Ltd, 2015, by a Renown Motivational Speaker
- HITACHI Home Appliances Training -2016 organized by HITACHI Foreign Trainer
- WHIRLPOOL Home Appliances Product Training -2017 by WHIRLPOOL Foreign Trainer
- PANASONIC Home Appliances Training – 2017 by PANASONIC Foreign Trainer
- PHILIPS Home and Kitchen Appliances Training – 2017 by PHILIPS Foreign Trainer
- Digital Appliances Product Training -2017 by SAMSUNG, Korean Trainer

LANGUAGE PROFICIENCY

- **Bengali**- Mother tongue
- **English**- Well versed Both Written and Spoken English.
- **Hindi** - Speaking and Listening capability
- **Arabic** - Reading and Writing Capable.
- **French** – I can write, read and speak moderate.

ACADEMIC BACKGROUND

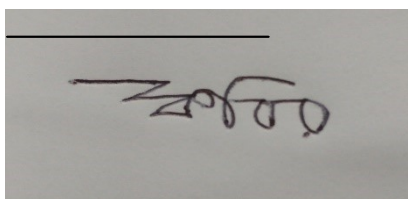
- Masters of Science (M.Sc.) with specialization in Zoology from National University, Dhaka – 2003. Scored Second Class **Sixth**
- B. Sc (Hon's) in Zoology from National University, Dhaka. -2001. Scored Second Class **Third**
- Higher Secondary Certificate from Ajitguha College, Comilla-1997, Scored- **First Division**.
- Secondary School Certificate from Sammilani Institution, Jessore,- 1992, Scored **-First Division**

EXTRA CURRICULAR ACTIVITIES

- I served in **BNCC(Air Wing)** as a **“CUO”**.I joined in different camping and field training in different times.
- I learnt and practiced various Leadership field training from that BNCC Flight.
- I have a good experience to organize any event Successfully.
- I can sing songs well. I can do anchor ship and I can do mimicry.
 - **After my Stroke, I can't write by my Right Hand but my Left Hand writes smoothly. I am handicapped.**

PERSONAL INFORMATION

- Father's Name :Md. Rezaul Kabir
- Mother's Name :Most. Nazma Kabir
- Permanent Address : Holding No.-82,Vill.-Mithilapur,P.O.-Nanuar Bazar,
P.S.-Burichong,Dist.-Comilla.
- Date of Birth :30th December,1976
- Marital Status : Married with two children.
- Reference : Will be furnished while required.



Signature