**To;**

**HR MANAGER**

**PT. ISTANA BANDUNG RAYA MOTOR**

I know that , **PT. Istana Bandung Raya Motor** is **a One Of Bigest Authorized HONDA Dealer Company** in Indonesia, and I am sure it would be an excellent career opportunity to join in and work for this respective company.

I would like to apply for **Branch Manager Or Sales Manager** and **Available Position** in your company. I am in good health, willing to work, fast learning, and work well with others. I have my own vehicle, driving license A and C. Also, I have good communication skill and speak English fluently both oral and written.  
  
I was graduated from Krisnadwipayana University Majoring Economic Management in July 2004, and have been working for PT Astra International Tbk, Toyota Sales Operations Sudirman Branch, in sales department since September 2004 until February 2009, Sales Supervisor at PT Trimegah Auto Plaza (Honda Trimegah BSD) since March 2009 until July 2011, and Area Sales Manager PT Hasjrat Abadi (Toyota Main Dealer Eastern Indonesia) Since July 2011 Until April 2015, and as Branch Manager MPM Auto Nissan Datsun Pramuka Since August 2015 until January 2017, and now as Branch Manager PT Mulia Mega Makmur (JD Toyota) at Cikarang Branch Since January 2017 Until June 2017. I believe my experience in this related field would be useful for me to contribute your company better.

I would greatly appreciate an opportunity to convince you that my services would be an asset to your company level of efficiency would be applied to any assignment given to me, I hope my qualifications, and experiences merit to your consideration.

Thank you for kind attention, and I am looking forward to your reply.

Yours Faithfully,

Bayu Marfiadi

**PERSONAL SUMMARY**

**Personal Data**

Name : Bayu Marfiadi ,SE

Date and birth place : July 4, 1981 Jakarta

Religion : Islam /Moslem

Sex : Male

Martial Status : Married

Height and Weigh : 177 Cm / 85 kg

Id Number : 3275120407810005

drivers license no : 810712200749

Address : Kp Sawah Rt 002 / Rw 003 Jatiwarna Pondok

Melati – Bekasi, Jawa Barat

Phone : 082121333923 (Mobile)

e-mail : b.marfiadi@yahoo.co.id

**Educations Background**

1999 – 2004 : KrisnaDwipayana University Jakarta,

Majoring Economic with IPK 3,24

1996 – 1999 : Senior High School SMUN 1 Ciparay Bandung Majoring IPA

1993 – 1996 : Junior High Scholl SMPN 1 Pondok Gede Bekasi

**Training And Courses**

* First Salesmanship Training, PT Astra International Tbk, Jakarta October 2004
* Basic Selling Skill Training, PT Toyota Astra Motor, Jakarta July 2005
* Branch Relationship Management, PT Astra International Tbk, Jakarta March 2006
* Self Potential Development Training, PT Toyota Astra Motor, Jakarta September 2007
* Toyota Way in Sales Marketing and Toyota Productions System, PT Toyota Astra Motor, Jakarta March 2008
* Basic Supervisory and Managerial Training, PT Honda Prospect Motor, Jakarta November 2009
* IDT Instructor Facilitator Program, PT Honda Prospect Motor, Jakarta Mei 2010
* Toyota Trainer Development Program, PT Toyota Astra Motor, Jakarta, February 2012.
* Kaizen Expert Development Program, PT Toyota Astra Motor, Jakarta, September 2013
* Dealer Function Management Training, Toyota Training Center PT Toyota Astra Motor, Cibitung, Bekasi, May, 2014
* Dealer Business Management Training, Toyota Training Center, PT Toyota Astra Motor, Cibitung Bekasi, September 2014

**Language Ability**

* Bahasa Indonesia
* Regional Language ( Javanese, Sundanese, Manado, Maluku and Papua dialect)
* English

**Hobbies & Activities During Spare Time**

* Cooking
* Reading
* Traveling
* Recitation

**Work Experience**

* Sales Executive, PT Astra International Tbk, Toyota Sales Operations, Sudirman Branch Since October 2004 until February 2009. Jl Jend Sudirman Kav 5 Jakarta Pusat

*Job description & responsibilities*

1. *Selling Toyota Brand unit ,in the customer directly, and fleet user*
2. *Achieve the sale target that has been set*
3. *Run all of the sales procedure properly and correctly*
4. *Plan and execute all sales activities and marketing to increase sales*
5. *To ensure the best service to All Customers both sales after sales*
6. *Maintain loyalty to the brand and branch Toyota*
7. *Report any activities to supervisor and head of the branch*

* Sales Supervisor, PT Trimegah Auto Plaza ( Honda Trimegah BSD) March 2009 until July 2011, *Jl Pahlawan Seribu, CBD Lot VIII BSD City Tangerang Selatan*

*Job description & responsibilities*

1. *Set the sales target according to the direction of main dealer and owner of the company*
2. *Ensure achievement of sales targets, the Honda brand to customer directly and fleet user*
3. *Lead and manage sales teams to target achievement*
4. *Manage Sales and marketing activities to the achievement of sales target*
5. *Run all of the sales procedure properly and correctly*
6. *Plan and execute all sales activities and marketing to increase sales*
7. *To ensure the best service to All Customers both sales after sales*
8. *Coordinate with the after sales, from any sales activities in order to the best service to customer*
9. *Maintain loyalty to the brand and branch Honda*
10. *Planning and ordering to main dealer and stock management of vehicles that will be on sale*
11. *Coordinate with main dealer ove all sales and marketing activity brand Honda*
12. *Coordinate with the leasing company as a sales support*
13. *Coordinate with the event organizer for marketing activities*
14. *Coordinate with other Honda dealer s in order to increase marketing*
15. *Report any Activities and processes that are performed on the achievement of sales and brand marketing to Honda Main dealer and Owner of the company*

* Area Sales Manager & Kaizen Expert PT Hasjrat Abadi (Toyota Main Dealer Eastern Indonesia) July 2011 until April 2015, *Jl R.P Soeroso No.38 Menteng Jakarta Pusat*

*Job description & responsibilities*

1. *Create a target over retail sales, market share, for all branch, outlets, team and sales people*
2. *Ensure the achievement of business target retail sales all Branch*
3. *Ensure the achievement of business target for market share over all branch by Area nad by Segment*
4. *Ensure the achievement of target level of customer satisfaction in all branch*
5. *Monitor productivity as well as the availability and suitability of sales people*
6. *Monitor the implementation of training , both internal and from principal, for ranks of sales people to the head of branch*
7. *Internal Instructor in main dealer Hasjrat abadi*
8. *Planning and ordering to principal and stock management of vehicles that will be on sale*
9. *Set the distribution provision of stock to each branch and outlet*
10. *Monitor stock management across branch and outlet*
11. *Make and coordinate sales programs, from internal Hasjrat Abadi and TAM as principal, and monitor the implementation in the filed*
12. *Make and coordinate marketing activities, form internal and principal, and monitor the implementation in flied*
13. *Do Support coordination with the fleet customer, government and private agencies, and LKPP*
14. *Coordinate with the after sales division, in head office and branches, to support sales performance*
15. *Ensure achievement of business, certification and monitoring the implementations of the TNC (Toyota Network Standardizations ), particularly the TSS(Toyota Sales Standardizations ) in all Branches*
16. *Perform and ensure the implementation of sales kaizen project, in the branch pilot and expansion*
17. *Make regular visits to each of the branches and outlet and as well as representative office, in order to ensure that all activities are going to the procedures, plans and target with good and true.*
18. *Report and coordinate with operation manager and owner of company, any activities and policies conducted*

* Branch Manager PT Mitra Pinasthika Mustika Auto (MPM Auto Nissan Datsun) Pramuka Branch, Since August 2015 until January 2017, Jl Pramuka Raya No.141 Jakarta Pusat.

*Job description & responsibilities*

1. *Set the sales target according to the direction of the company*
2. *Ensure achievement of sales and after sales targets, to the All KPI the Nissan Datsun brand to customer directly and fleet user*
3. *Lead and manage sales and after sales teams to target achievement*
4. *Manage Sales and marketing activities to the achievement of sales target*
5. *Run all of the sales and after sales procedure properly and correctly*
6. *Plan and execute all sales activities and marketing to increase sales*
7. *To ensure the best service to All Customers both sales after sales*
8. *Coordinate with the after sales, from any sales activities in order to the best service to customer*
9. *Maintain loyalty to the brand and branch Nissan Datsun*
10. *Planning and ordering to main dealer and stock management of vehicles that will be on sale*
11. *Coordinate with Head Office and NMI as Principal, overall sales, after sales and marketing activity brand Nissan Datsun*
12. *Coordinate with the leasing company as a sales support*
13. *Coordinate with the event organizer for marketing activities*
14. *Coordinate with other Nissan Datsun dealers in order to increase marketing*
15. *Report any Activities and processes that are performed on the achievement of sales after sales and brand marketing to the head office of the company, and Nissan motor Indonesia*

* Branch Manager PT Mulia Mega Makmur, JD Toyota (Authorized Dealer Toyota) Cikarang Branch, Since January 2017 until June 2017, Jl Niaga Raya Kav 33 Block CD-6 Jababeka II Cikarang .

*Job description & responsibilities*

1. *Develop an annual activity plan and branch budget for new vehicle field and workshop, among others, include sales targets, cost, profit, employee productivity, training, customer satisfaction and so on, along with strategies to achieve the target.*
2. *Create new vehicle sales target and workshop, as well as stock, funding, equipment and so on needed*
3. *Conduct routine market analysis of customer and branch marketing area*
4. *Making sales strategies based on market information available; Competitor data, Market trend, customer type, head office program and principal Toyota*
5. *Dividing the branch target into each function in the branch and providing guidance on its achievement.*
6. *Management of disposes, branch assets (Stock vehicles and spare parts), accounts receivable, cost control, to achieve branch financial targets.*
7. *Implement programs relevant to market and customer needs in branches to improve branch performance.*
8. *Build, keep an example, and improve the best service culture for customers*
9. *Always maintaining good relationship / contact with customers (through Branch relationship management program, customer relationship managment and others)*
10. *Monitor the implementation of customer satisfaction improvement programs in the branch (customer focus, customer follow-up and others).*
11. *Ensuring customer complaints are handled properly, promptly / quickly and thoroughly.*
12. *Ensure the availability of a complete, correct and uptodate customer database*
13. *Foster external relationships, with main dealers / ATPM, Founder dealers, and other dealers, police, government agencies, and local communities.*
14. *Compile RSSP, (Retail Sales and Stock Plan) and sales strategy to achieve branch target.*
15. *Manage MDP, (Monthly Delivery Plan), to get optimal sales results with Efficient Stock amount.*
16. *Coordinate the implementation of activities that support the sales strategy.*
17. *Carry out PDCA reviews, regularly, with branch teams to monitor, sales performance, to ensure sales targets are achieved.*
18. *Develop a branch personnel development plan to meet the needs of the organization and the competition needed.*
19. *Optimizing the productivity of branch personnel through job enrichment, rotation and mutation mechanisms.*
20. *Cadres to fit the needs of the organization*
21. *Build and maintain the work culture of the company to create a solid working team and a harmonious working atmosphere and conducive.*
22. *Ensuring the implementation of Quality inprovement projects, such as business performance improvement, kaizen and others.*
23. *Plan, and implement coaching and counseling mechanisms according to branch needs.*
24. *Evaluating work result and employee productivity level according to its KPI.*
25. *Ensure the implementation of branch operations in accordance with the SOP and make improvements to the audit findings.*
26. *Ensure the implementation of SHE and 5 R programs in the Branch.*
27. *Ensure the implementation of standardization in the branch in accordance with the provisions of the ATPM.*